

Committee Role Description



Role Title: Marketing / Promotions & Press Officer

Description: Reporting to the club chairperson this role provides a central point for the club to lead and promote its activities, targeting increased membership and income and / or to improve the club's image and profile. This includes responsibility for the club's marketing plan, liaison with the local media and raising the club's profile within the local community.

Duties / Responsibilities:

- Develop a marketing and promotions plan for the club in association with the club's strategic plan.
- Secure a budget for the club's marketing / promotions and press activities in association with the club Treasurer.
- Develop and maintain / update the club website in association with other available expert club personnel.
- Promote and publicise all aspects of the club in a positive and equitable way through the production of informative and unbiased newsletters, notice board and website updates and regular media releases.
- Report on club events (internally and externally).
- Lead in the organisation and promotion of committee approved non-swimming social events for the club in association with other committee members and volunteers.
- Develop and maintain relations with the local news media.

Time Commitment:

- Variable and ongoing including weekly responsibilities up to 1 and a half hours.

Calendar of events:

- None specified – coverage of all club activities, particularly throughout the competitive season.