



## **PUBLICITY OFFICER Role Descriptor**

### **PURPOSE**

To present the Club in the best possible light through media communication and provide a central point for the club's publicity.

### **MAIN FUNCTIONS AND DUTIES**

#### **1. Promotion**

- To coordinate the promotion and publicity of the club in a positive and equitable way through the production of informative and unbiased articles
- Develop a publicity plan in agreement with the Committee
- To support the Committee to report on significant club events e.g.
  - Club Championships, league events, upcoming fundraising events
  - Swimmers / Volunteers requiring special recognition
- In association with the Head Coach and President promote/report on annual achievements of the Club, Squads, Swimmers and Coaches
- Coordinate the publishing of articles on the notice board, website TeamFeed, local media and Social Media posts as appropriate
- Create and nurture relationships with local media

### **SKILLS / ATTRIBUTES**

- Strong communication skills
- Well organised
- Approachable & friendly
- Passion & enthusiasm

### **REQUIREMENTS**

- Sound knowledge of Club activities
- Attend and report to Club Committee on activities as required
- Be a member of Scottish Swimming
- Sign and adhere to the Club's Volunteer Code of Conduct

### **TRAINING AND SUPPORT**

- Support of the Club Committee
- Attend Child Wellbeing & Protection in Sport course (renewable every 3 years)