



COMMUNICATIONS & SOCIAL MEDIA OFFICER CLUB ROLE DESCRIPTOR

PURPOSE

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.

MAIN FUNCTIONS AND DUTIES

- To be point of contact for all issues in dealing with the media and publicity for the club.
- Build a list of media contacts.
- Expand the social media platforms in use by the club.
- Celebrate successes and share appropriate information on social media.
- To collate and send to the media all relevant information in regards to swimming competitions.
- To provide periodic written reports to the Club Committee.
- To promote the club within the local community and surrounding area with help from the committee.
- To provide all forms of press releases for all forms of the media the club may deal with.
- To attend and contribute to appropriate club meetings and events.
- To record and keep all articles, interviews and recordings that makes reference to the club within the media.
- 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.
- 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, 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.

SKILLS / ATTRIBUTES

- Good organisation and communication skills
- Enthusiastic
- Confident and imaginative
- Team player

REQUIREMENTS

- To have experience writing articles for newsletters or press
- Good understanding of Social Media platforms
- To liaise with Club Coach and Membership Secretary / WPO regarding successes and data protection
- To ensure accurate records are kept
- To report to Club Committee on activities
- Be a member of Scottish Swimming
- Sign and adhere to the Club's Volunteer Code of Conduct
- Attend appropriate training

TRAINING AND SUPPORT

Support of the Club Committee and Coaching staff

Child Wellbeing & Protection in Sport Workshop (renewable every 3 years)

TIME COMMITMENT

Variable and ongoing including weekly responsibilities up to 1 and a half hours. Coverage of all club activities, particularly throughout the competitive season.