



# 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 it's 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.