



# Role Description - Publicity Officer

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## Role

To promote and publicise all information about the club

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## Skills

- Well organised and efficient
  - Sound knowledge of the club
  - Confident and effective communicator
  - An interest or background in marketing and promotion
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## Main Duties

- To promote and publicise, in a positive way all aspects of the club
  - Establish working relations with local media
  - Produce informative and unbiased newsletters with regards to all sections within the club as and when appropriate information is available
  - Report on club events (internally and externally)
  - Organise non-swimming social events for the relevant members of the club as requested / approved by the management committee
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## Commitment

Ongoing weekly responsibility

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## Benefits to Self

An opportunity to promote and establish the club within the local community

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I have read and understood the above role description and agree to carry it out to the best of my ability.

Signed ..... ( ) Date .....