

PRESS & PUBLICITY OFFICER Role Descriptor

PURPOSE

To maintain well organised documentation on all club details that may be released to the press, and to liaise with partners, members and the media.

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
- To collate and send to the media all relevant information regarding competition results
- 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 make reference to the club within the media

SKILLS / ATTRIBUTES

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

REQUIREMENTS

- To have experience writing articles for newsletters or press
- 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 (renewable every 3 years)

TIME COMMITMENT

Time commitment can vary dependant on size and nature of club, and events attending.