



Marketing / Press Officer

The marketing and press officer leads and promotes club activities, ideally to increase membership, increase income and/or raise the profile of the club within the community.

Who we are looking for?

- Enthusiastic
- Excellent communicator, with good verbal, written and IT skills.
- Good organisational skills.
- Computer literate and have a good understanding of social media and web design/development (or willingness to learn)

What do we and the club expect from a Marketing / Press Officer?

- Develop a marketing and promotions plan for the club in association with the club's strategic plan.
- Maintain and update the club website and social media accounts.
- Promote and publicise all aspects of the club in a positive and equitable way through the production of informative newsletters, website updates and regular media releases.
- Report on club events and the achievements of club members, both internally and externally.
- Assist in promoting non-swimming social events for the relevant members of the club as requested/approved by the management committee.
- Establish links with the local media, local schools and pool providers.

Level of commitment required.

Can vary but in general will range from 1 to 2 hours per month. Assistance will be given by fellow members of the Committee.