



## **PRESS AND 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 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

### **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 the Head 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
- Safeguarding & Protecting Children Workshop (renewable every 3 years)

### **TIME COMMITMENT**

Time commitment can vary dependent and will be discussed upon appointment.