

PUBLIC RELATIONS OFFICER 22

Role

To promote and publicise all information about your club

RESPONSIBLE TO: Club Chairman

Skills

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

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

Commitment

Ongoing weekly responsibility

Benefits to Self

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

Further Development/Support

Training opportunities are available through the ASA Regional Training Network, for your nearest training centre visit the ASA website www.britishswimming.org or telephone the ASA on 01509 618700

If you have any queries regarding volunteering within the sport contact your County Volunteer Coordinator, details available on the ASA website www.britishswimming.org > [Volunteers and Officials](#)

ASA Volunteer Contact

Matt Sturgess - ASA National Volunteer Coordinator

Tel: 01509 632254 Email: volunteering@swimming.org

Useful Websites

ASA website www.britishswimming.org
Sport England www.sportengland.org.uk
NSPCC www.nspcc.org.uk
Volunteering England www.volunteering.org.uk
Sports Coach UK www.sportscoachuk.org

Signatures: Officer _____ Date:

Chairperson _____ Date: