



# PUBLICITY COORDINATOR

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## Role

To promote and publicise the club.

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## Skills

- Approachable.
  - Enthusiastic, with a good knowledge of the sport and club.
  - Well organised and efficient.
  - Good written skills.
  - Confident and effective communicator.
  - Ideally, a background in marketing or journalism.
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## Main Duties

- Promote and publicise, in a positive manner, all aspects of the club.
  - Establish working relations with local media.
  - Produce regular news articles for the club website, covering galas, events and achievements.
  - Raise the club profile via social media.
  - Help organise and advertise non-swimming social events for the club members in conjunction with the management committee.
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## Commitment

An ongoing responsibility for dealing with publicity matters.  
Attending monthly management meetings.

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## Benefits to Self

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

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