

# Role Description – Public Relations Officer

## Role Objectives:

The main purpose of the Public Relations Officer role is to promote and publicise all information about your club

## Person Specification:

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

## Duties and Responsibilities:

- 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

## Role Details:

This is a voluntary role.

Time commitment required will vary from club to club, but will involve an ongoing weekly responsibility