



Patrons: Sharron Davies MBE, Stephanie Millward MBE

## Communications Manager

### Role

Ensure effective communication of the club's activities within the club and Team Bath AS network. Promotes the club within the swimming and local community. They seek to improve the clubs image and report to the Club Chairperson.

### Skills

- Well organised and efficient
- Confident and effective communicator with good verbal, written and IT skills
- Enthusiastic with a good knowledge of and interest in the club's activities.
- Be computer literate and have a good understanding of social media and websites

### Main Duties

- Overall responsibility for the club website and external communication
- To develop a marketing and communications plan for the club in association with the clubs development plan.
- To secure, where possible, a budget for the club's marketing, promotions and press activities in association with the Treasurer, although much of this can be done without a budget.
- To develop and maintain or update the clubs website and social media accounts in line with Wavepower, the ASA's Safeguarding guidelines.
- To promote and publicise all aspects of the club in a positive and equitable way through the production of informative and unbiased newsletters, website updates and regular media releases.
- To report on club events both internally and externally.
- To maintain links with print media outlets to ensure optimum promotion of the club in local publications and national swimming magazine
- To produce and publish a regular club newsletter for circulation to swimmers, parents, network clubs, sponsors and other interested parties
- To prepare and distribute regular & unscheduled communications to network clubs, parents and swimmers
- To liaise with a club volunteers key to updating the website and twitter and as well as club photographer.
- To assist in promoting non- swimming fundraising and social events for the relevant members of the club as requested/approved by the management committee.

### Commitment

- Ongoing commitment to manage club communications
- Attendance at monthly committee meetings and attendance at TeamBath AS network meetings

### Benefits to Self

Contribution to enabling a club to achieve its full potential by raising the profile of the club.

### Training requirements

- Current Safeguarding and Protecting Children certificate (prepared to attend the next course if not held).