Communications Manager

Introduction

The Communications Manager leads and promotes club activities, ideally to increase membership, increase income and/or raise the profile of the club within the community. They will ensure effective communication of the Club’s activities within the Club, seeking to promote the Club within the swimming and local community. They will seek to improve the Clubs image and will report to the Club Chairperson.

Skills and ability needed

* You will be enthusiastic with a good knowledge of and interest in the club’s activities.
* You will be an excellent communicator, with good verbal, written and IT skills.
* You will have good organisational skills.
* You will have experience and/or an interest in marketing and promotions.
* You will be computer literate and have a good understanding of social media and web design/development.

Main areas of responsibility

* To have overall responsibility for the club website and external communication.
* To develop a marketing and promotions plan for the Club in association with the Club’s strategic 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 notice board, website and social media accounts in line with Wavepower Swim England’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 and the achievements of club members, 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, sponsors and other interested parties.
* To liaise with 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.
* To establish links with the local media, local schools and pool providers.

Required Commitment

This will vary, but in general will include ongoing weekly responsibilities ranging from 1 to 2 hours to manage club communications, particularly in reference to liaising with local media. Attendance at monthly Management Committee meetings.

Available support

* Access to resources and guidance via the ‘Club Hub’.
* Direct contact with and support from the Swim England Club Development Officers

Benefits for you!

This is an exciting and fundamental role the success of which will significantly impact the Club and will be determined by your own motivations and enthusiasms. As well as your ability to develop marketing material to promote the Clubs activities, it is an opportunity to take on a new challenge and raise the profile of the Club and its athletes. You will be contributing to enabling a club to achieve its full potential by raising the profile of the club.

Training requirement

* Current Safeguarding and Protecting Children certificate