



# Survive and Save Club

## Job Description

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### Publicity and Marketing Officer

#### Role

To promote and publicise activity and achievements of the Club

#### Skills

- Well organised and efficient
- Confident
- Effective communicator with good verbal and written skills
- Sound knowledge of all Club activity
- An interest or background in marketing or publicity

#### Main Duties

- To promote and publicise all aspects of the club in a positive way
- Establish working relationships with local media
- Develop a marketing and promotions plan for the Club in conjunction with the Club's Development Plan
- Secure a budget for marketing/promotion in consultation with the Treasurer
- Develop and maintain the Club Website
- Identify and exploit use of social media within NGB guidelines
- Report on Club activities and events (internally and externally)
- Produce informative and unbiased newsletters on all aspects of the Club's activity.
- Organise non-swimming social events for relevant members of the club in consultation with Executive Committee

#### Time Commitment

2 hours per week

Committee Meetings

Other meetings as required