

## **ROLE OF PROMOTIONS/ PRESS OFFICER AND MARKETING**

A marketing/promotions and press officer provides a central point for the club to lead and promote its activities, ideally to either increase membership, increase income and/or improve the club's image. This includes taking responsibility for the marketing plan within a club, liaison with local media, and raising the profile of the club within the community. The Club Marketing/Promotions and Press Officer should report into the club Chairperson.

### **DUTIES OF A CLUB PROMOTIONS/PRESS OFFICER AND MARKETING:**

- Develop a marketing and promotions plan for the club in association with the club's strategic plan
  - Secure a budget for the club's marketing/promotions and press activities, in association with the club treasurer
  - Update the club website master
  - 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
  - Report on club events (internally and externally)
  - Assist in promoting non-swimming social events for the relevant members of the club as requested/approved by the management committee
  - Create and nurture relationships with media local to the club
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