

Warrington Swimming and Water Polo Club

Role Title: Promotions and Press Officer

Responsible to: Management Committee

Role Purpose: To provide a central point for the club to lead and promote its activities

To increase the image of the club as a means of increasing membership and the income to the club

To liaise with local media to raise the profile of the club within the community

Required Duties:

- Develop a promotions plan for the club in association with the club's strategic plan
- Secure a budget for the club's promotions and press activities, in association with the club treasurer
- Develop and maintain/update the club website
- 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

Commitment / Time for the Role

The commitment will vary, but will include ongoing weekly responsibilities ranging from ½ hour to 1½ hours, particularly in dealing with local media

Skills and Qualities Required

- Enthusiastic with a good knowledge and interest in the club's activities
- An excellent communicator, with good verbal and written skills
- Sound organisational skills
- Experience and/or an interest/passion for promotions and/or in dealing with the local media