



Club Marketing Officer

Introduction

The Marketing Officer leads and promotes club activities, ideally to increase membership, increase income and/or raise the profile of the club within the community.

Who are we looking for?

- 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 and app use.

What do the club and Swim England expect from you?

- Over time with the help of the committee develop a marketing and promotions plan for the club in association with the club's development plan.
- To develop, maintain and update the club notice board, website, and social media accounts.
- To promote and publicise all aspects of the club in a positive and equitable way through
- The production of informative newsletters, website updates and regular media releases.
- To report on club events and the achievements of club members, both internally and externally.
- To assist in promoting non-swimming 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.

Level of commitment required

Generally, this will include ongoing weekly responsibilities ranging from 1 to 2 hours, particularly in reference to liaising with local media. The role can be tailored to meet individual skills and interests.

What support can you expect from the club and Swim England?

- Access to resources and guidance via the 'Club Hub' and the clubs dropbox of files.
- Direct contact with and support from the Swim England Club Development Officers.
- Direct contact with and support from committee members including club secretary, team manager and chairperson.

What will you gain from the experience?

This is an exciting and fundamental role which success and impact on the club 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 new challenges and raise the profile of the club and its athletes.