

# PUBLIC RELATIONS OFFICER

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## **Role**

To promote and publicise all information about your club

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## **Skills**

- Well organised and efficient
  - Sound knowledge of the club
  - Confident and effective communicator
  - An interest or background in marketing and promotion
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## **Main Duties**

- To Promote and Publicise, in a positive way all aspects of the club
  - Establish working relations with local media
  - Produce informative and unbiased newsletters with regards to all sections within the club as and when appropriate information is available
  - Report on club events (internally and externally)
  - Organise non-swimming social events for the relevant members of the club as requested / approved by the management committee
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## **Commitment**

Ongoing weekly responsibility

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## **Benefits to Self**

An opportunity to promote and establish your club within the local community

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## **Further Development/Support**

Training opportunities are available through the ASA Regional Training Network, for your nearest training centre visit the ASA website [www.britishswimming.org](http://www.britishswimming.org) or telephone the ASA on 01509 618700

If you have any queries regarding volunteering within the sport contact your County Volunteer Coordinator, details available on the ASA website [www.britishswimming.org](http://www.britishswimming.org) > [Volunteers and Officials](#)

ASA Volunteer Contact

Matt Sturgess - ASA National Volunteer Coordinator

Tel: 01509 632254 Email: [volunteering@swimming.org](mailto:volunteering@swimming.org)

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**Useful Websites**

ASA website

[www.britishswimming.org](http://www.britishswimming.org)

Sport England

[www.sportengland.org.uk](http://www.sportengland.org.uk)

NSPCC

[www.nspcc.org.uk](http://www.nspcc.org.uk)

Volunteering England

[www.volunteering.org.uk](http://www.volunteering.org.uk)

Millennium Volunteers

[www.millenniumvolunteers.gov.uk](http://www.millenniumvolunteers.gov.uk)

DO-IT

[www.do-it.org.uk](http://www.do-it.org.uk)

CSV

[www.csv.org.uk](http://www.csv.org.uk)

Sports Coach UK

[www.sportscoachuk.org](http://www.sportscoachuk.org)