



Bethnal Green Sharks Swimming Club
(Affiliated to London Region, M.C.A.S.A. and Tower Hamlets Sports Council)

PUBLIC RELATIONS OFFICER

Role

To promote and publicise all information about your club

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 by the committee.
 - Liaise with local newspapers on swimmers achievements.
 - Ensure all events are publicised.
 - Ensure the website is updated.
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Commitment

Ongoing weekly responsibility.

Attend meetings as and when required.

Benefits to Self

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