

**VERULAM AMATEUR SWIMMING CLUB**  
**(Affiliated to ASA East Region)**  
[www.verulam-asc.org.uk](http://www.verulam-asc.org.uk)

## PUBLIC RELATIONS / COMMUNICATIONS OFFICER

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**Role**

To promote and publicise all information about your club internally and externally

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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)
  - Internal notices are to be placed on the notice board, emailed to all members and sent to the Website Co-ordinator. These notices include forthcoming open meets, change of sessions, timetables, closures of pools etc.
  - Maintain and update the email distribution list
  - Help 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 and ensure members are fully informed at all times

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**Signatures:**

Public Relations Officer : \_\_\_\_\_ Date: \_\_\_\_\_

Chairperson: \_\_\_\_\_ Date: \_\_\_\_\_



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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	<a href="http://www.britishswimming.org">www.britishswimming.org</a>
Sport England	<a href="http://www.sportengland.org.uk">www.sportengland.org.uk</a>
NSPCC	<a href="http://www.nspcc.org.uk">www.nspcc.org.uk</a>
Volunteering England	<a href="http://www.volunteering.org.uk">www.volunteering.org.uk</a>
Millennium Volunteers	<a href="http://www.millenniumvolunteers.gov.uk">www.millenniumvolunteers.gov.uk</a>
DO-IT	<a href="http://www.do-it.org.uk">www.do-it.org.uk</a>
CSV	<a href="http://www.csv.org.uk">www.csv.org.uk</a>
Sports Coach UK	<a href="http://www.sportscoachuk.org">www.sportscoachuk.org</a>

