



Sevenoaks Swimming Club

Founded 1915

Affiliated to: ASA South East Region, Kent County ASA, RLSS

Job Description: Communication Officer

- Responsible to:** The Sevenoaks Swimming Club Committee
- Main Purpose:** Ensure effective internal and external communication for the Club
- Skills Required:**
- computer literate
 - attention to detail
 - good communication skills
 - well organised
- Time Commitment:** 1-2 hours per week, increasing during peak competitive periods such as the Club Championships

Key Tasks:

1. Internal Communications
 - a. Formulate an Internal Communications strategy for the Club
 - b. Co-ordinate all officials who are in Communications roles so that delivery is aligned with our Communications strategy and to ensure that our approach is consistent
 - c. Work closely with the Website Secretary to ensure that we are maximising the potential of the website as a communications tool.

2. External Communications
 - a. Formulate an External Communications strategy for the Club
 - b. Raise the profile of the Club through better media relations. In particular this should include a planned approach to press coverage.
 - c. Work closely with the Website Secretary to ensure that we are maximising the potential of the website as a means of attracting interest and potential membership of the club from the wider community.

3. Promote Swim 21 accreditation
4. Ensure the Health and Safety of members at all times
5. Adhere to and promote the Amateur Swimming Association’s Child Protection Policy
6. Adhere to and promote the Club’s rules, regulations and other policy statements
7. Undertake any other tasks appropriate to this level of responsibility

Signatures: Communications Officer: Date:

Chairman: Date: