



Trentham Canoe Club (TCC)

Media/Publicity Officer

Role Description

- Responsible to:** Club committee through the chairperson
- Role purpose:** To establish an ongoing publicity campaign to raise the clubs, centres, region or disciplines profile and recruit members and volunteers
- Commitment:** 1 - 3 hours per week plus relevant committee meetings

Main Tasks

- Establish links with the local, regional or national media and provide regular reports and press releases on news and opportunities
- Act as spokesperson for the club, centre or committee
- Investigate and identify potential promotional opportunities for the organisation
- Ensure the organisation is promoted to the public as well as news and opportunities being distributed to members via newsletters, notice board and regularly updated website

Skills required

- Enthusiastic and well organised
- Confident and imaginative
- Good communication and able to write press releases and reports o Some knowledge of marketing and communications

Resources

Club Matters <http://www.sportenglandclubmatters.com/home/club-promotion/>

Review History

Date	Version	Activity	Lead
March 2018	V1		Tammy Holmes