

Role Description

Post: TD Marketing & Communications lead

Responsible to: TD Executive Committee

Main Function of the Role:

The Marketing & Communications lead is responsible for developing and executing marketing programmes that help promote and create awareness around the TD brand, story and activities. They will also act as the main link with our audiences, being swimmers, parents/guardians, TD followers, swim organisations, sponsors, public relations agencies and identify media outlets for press releases/statements and follow up activity where needed. Other areas of focus may include reinforcing our visual brand identity and story and providing routine feedback to the TD committee. This role will be supported by the Executive Committee - Chairman, Vice Chair, Club Secretary and Treasurer.

Primary responsibilities:

1. Develop a marketing & communications plan for swimmer recruitment and retention that is both online and physical – achieving specific targets. Support will be provided.
2. Develop and implement a Marketing Plan, including: PR, advertising, events programme, publications; keeping information fresh, lively and up to date. Support will be provided, the club do accept that this may take time to build and develop.
3. Build relationships with the press and media and develop opportunities to raise the profile and influence of the club.
4. Build, regulate, monitor and maintain social networking groups for the Club.
5. Explore & develop new ways of communicating with swimmers and parents to further enhance current methods i.e. Team App, etc and ensure that all groups are engaged and informed.
6. Produce and implement plans for events to promote TD and increase support, liaising with Team Managers & Lead coaches.
7. Be our lead on social media platforms, such as facebook and twitter to deliver our marketing and communications messages, showing TD in action and helping build our brand reputation and values.
8. Develop a proactive PR strategy and act as marketing and communications officer, to coordinate and prepare, where necessary, articles to promote the Club, swimmers and its achievements.

We anticipate that this role will grow over time and also acknowledge that there may be certain elements of the role that a volunteer may be more comfortable with than others. Therefore, we are happy to explore how we can support you

and ensure that you are successful in this role! We are seeking a passionate & creative individual who understands our club, what we do and the impact this has on our swimmers, families and also the wider community, including the swimming community.

A great communicator would be well suited to this role, with an eye for detail. You may be a sales, marketing or even finance services professional who would have such skills.

As already mentioned, the role will be supported initially to help build your confidence and provide you with the skills required to continue growing our club's successes.