

SPLTC Committee Role Description

Role Title	Publicity & Social Officer
Date	May 2021
Job Holder	
Date Appointed	AGM
Expenditure Authority	Subject to normal Treasurer (and/or) committee approval
Main Duties	As laid out below

Overall

- Support the club in all its activities and specifically by managing and attending to the vitality and content of the club’s online media streams and Website.
- Publicise Club events from time to time on the online channels and Club Website
- Develop the approach to online publicity over time, seeking input and thoughts from within the Committee and the wider membership as the post holder deems necessary.
- Arrange and publicise social events
- Actively encourage new members and support tennis activities at all levels by helping maintain a healthy online presence.
- Attend Committee Meetings

Specifically

- Familiarise with the club spaces/streams supported by the following platforms:
 - Facebook
 - Twitter Account
 - Instagram Account
 - WhatsApp
- Take steps to improve the ‘vitality’ and content for each of the online channels
- Take stock of the Current SPLTC Website and our Clubspark Website and see if a closer connection and/or web-links between the two sites can be configured, simplifying ease of use and switching between two sites.
- To prepare and submit the “Tennis Club News” page for the hard copy Stoke Poges News magazine (Published four times a year) to the Parish Council each quarter (and seeking content/input from fellow Committee Members and wider Club Membership as necessary)

The Key collaborative relationships for this role are likely to be with the following.

Chairperson, Secretary, Membership Secretary, Junior Organiser, Website/Clubspark administrator, Social Secretary, *Maintenance Officer (!)*