

# BOWLS SURREY



## ROLE DESCRIPTION

### COMMUNICATIONS OFFICER

The Communications Officer has the vital task of publicising Bowls Surrey, driving marketing and PR campaigns using social media, the press, radio and face to face meetings. The communications officer will help to build a positive reputation for the sport of Bowls in Surrey and assist the Administrator keeping its membership up to date with national and county information.

<b>Who will I work with?</b>	<ul style="list-style-type: none"> <li>• The Bowls Surrey Board</li> <li>• The Bowls Surrey Management committee</li> <li>• The Bowls Surrey Area committees</li> <li>• Club Officers and members in Surrey</li> <li>• Webmasters and other outside professionals</li> </ul>
<b>What will I do?</b>	<ul style="list-style-type: none"> <li>• Drive PR and advertising campaigns regarding bowls</li> <li>• Publicise the activities of Bowls Surrey &amp; where necessary Bowls England.</li> <li>• Continue to develop all aspects of social media (Facebook, Instagram etc).</li> <li>• Provide a written report Board report.</li> </ul>
<b>What do I need to perform this role?</b>	<ul style="list-style-type: none"> <li>• Be confident and excellent at communicating,</li> <li>• Be IT literate in all forms of social media.</li> <li>• To be approachable and friendly,</li> <li>• Well-organised.</li> </ul>
<b>What are the benefits and how will you support me?</b>	<ul style="list-style-type: none"> <li>• You will gain the satisfaction of making a vital difference to the County and the players within it.</li> <li>• Bowls Surrey will reimburse any <u>agreed</u> expenses that you incur</li> <li>• Bowls Surrey will provide any necessary training and support as required.</li> </ul>
<b>Annual Commitment</b>	<ul style="list-style-type: none"> <li>• Attend all Bowls Surrey Board meetings (5 per year)</li> </ul>