



Leicestershire Amateur Swimming Association

COMMUNICATION OFFICER

Role Description

OVERALL PURPOSE:

This volunteer's key is to keeping clubs, swimmers and parents of Leicestershire and Rutland, and the wider swimming community, informed, updated and engaged with news and activities carried out within the county. The Communications Officer will liaise with the executive and officers of Leicestershire ASA for topics and items to share and utilising the LASA Website News pages and Social Media channels to communicate the information to the intended audience.

WHAT YOU'LL BE DOING

As the Communications Officer you'll be using friendly and upbeat language to maintain a dialogue with the swimming community of Leicestershire & Rutland specifically via LASA Website Blog Posts (News) and LASA Social Media accounts e.g. Facebook and Instagram.

HERE'S WHAT THE ROLE INVOLVES

- Posting articles as requested by the LASA executive and/or officers to the LASA website News pages via LASA's WIX account Blog Posts
- Posting articles as requested by the LASA executive and/or officers to the LASA Social Media accounts, i.e. Facebook and Instagram via LASA's WIX account Blog Posts or directly with LASA Facebook and Instagram accounts or via LASA's Meta Business Account
- Specifically for competitions organised by LASA, liaise with the Event Manager for notices, key milestones and information that is required to be posted, such as closing date reminders, change of session times
- During a competition provide a narrative of the event, posting photographs etc on Social Media as appropriate.
- Keeping abreast of Social Media (SM) practises and platforms used by the swimming community of Leicestershire & Rutland, and SM best practises, guidelines and policies introduced by Swim England
- Identifying new social media platforms for LASA to utilise to reach a specific or wider audience, and if agreed appropriate by the executive create LASA accounts.
- Letting the LASA Executive know what people are talking about, and what's new from Swim England

WHAT WE'RE LOOKING FOR:

Essential

- Specific knowledge and experience of Facebook & Instagram
- Articulate, strong written communicator skills
- Good attention to detail
- Open-minded, flexible and willing to learn

Desirable

- Knowledge and experience of Meta Business Suite
- Knowledge and experience of competitive swimming
- Knowledge of website content management

SUPPORT PROVIDED

- Mentoring and oversight from LASA Executive Officers