

# Bowls Surrey



## JOB DESCRIPTION

### COMMUNICATIONS OFFICER

The Communications Officer has the vital task of publicising Bowls Surrey and its two subsidiary organisations Surrey County Bowling Association and the Surrey County Women's Bowling Association. Driving marketing and PR campaigns through the use of 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 and assist County Secretaries in 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 Administrator of Bowls Surrey and the Presidents and Secretaries of SCBA and SCWBA</li> <li>• Officers and members of SCBA and SCWBA</li> <li>• Club Officers and members in Surrey</li> <li>• Webmasters and other outside professionals</li> <li>• Editors of the County Year book(s)</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 England, Bowls Surrey, the SCBA and SCWBA</li> <li>• Help develop social media and the county Website(s)</li> <li>• Provide a Board report.</li> </ul>
<b>What do I need to do this role?</b>	<ul style="list-style-type: none"> <li>• Confident and excellent at communicating,</li> <li>• 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>• The Bowls Surrey will reimburse any <u>agreed</u> expenses that you incur.</li> <li>• The 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>