

	Policies and Procedures		Policy #
	Name: Job Description – Publicity Coordinator		2003-009
	Created by: Kevin Moller	Creation date: 01/20/03	
	Approved by:	Page: 1	

SCOPE

The following outline the various tasks and responsibilities that are to be undertaken by the Publicity Coordinator of the Club. The Publicity Coordinator is expected to carry out these responsibilities; however they may delegate certain activities to other club members when support and assistance is required.

DEFINITION

The Publicity Coordinator shall:

- Be responsible for all Windsor Aquatic sponsored swim meets.
- Be responsible for all media advertising campaigns conducted regarding meets, results, registration campaigns, etc.
- Arrange for or give all news releases and interviews.
- Arrange for media coverage for all Windsor Aquatic meets and special events.
- Liaise with coaches and notify media of results immediately after a swim meet.
- Liaise with aquatic agencies and schools.
- Make use of art work or logos available from Swim Ontario.
- Organize swim meets, including sanction applications, arranging officials, meet report forms, meet entries and printed programs, results and payment submissions to Swim Ontario.
- Complete any record applications for any records broken during a meet.
- Plan and organize Officials clinics as necessary throughout the swim year.
- Familiarize yourself with the Hy-Tek Meet Manager program and meet with the coaches to determine when local meets will be held.
- Meet with coaches to determine which swimmers might be potential news stories and when might be appropriate times during the year for interviews.
- Ensure that all archive material is maintained appropriately, and add to archive material on an ongoing basis. This includes history, pictures, trophies, news items, club records, etc.
- Ensure that all trophies and other presentation/award material is acquired, inscribed and awarded when appropriate.