

STOWMARKET STRIDERS RUNNING CLUB

VOLUNTEER JOB DESCRIPTION

(approved by Club Committee: 15th December 2025)



Publicity Officer

Purpose and tasks:

1. To promote Stowmarket Striders Running Club and keep the membership informed through various publicity means available.
2. To draft and distribute press release on behalf of the club to all local newspapers, community magazine, local radio/television, club website and social media.
3. Co-ordinate photo opportunities to support the above around races, events, awards, for use on marketing and generally.
4. Production of publicity and marketing materials to promote the club, its races, events and achievements.
5. Compliance with data protection policies in relation to release of information and use of photographs obtaining relevant verbal and written permissions where necessary.
6. Work closely with the IT Officer to co-ordinate event promotion.

Responsible to:

The Chair

Competencies:

Ability to use MS office products; comfortable with public speaking, if necessary, via radio and tv; some knowledge of marketing and publicity via employment experience is helpful but not essential

Support / training:

Courses to supplement existing IP/ publicity skills may be considered

In signing this declaration, I have read the job description above and agree to represent the Stowmarket Striders Running Club as a volunteer performing the role described for the calendar year. In performing this role, I agree to abide by the Club Rules and policies on Codes of Conduct, Child Protection and Equity.

Name

Signed

Dated

For Calendar Year