



Role Description: Publicity Representative

Role purpose

The Publicity Representative is responsible for promoting Hinckley Running Club and celebrating the activities, achievements and contributions of its members.

Working closely with the committee and other club volunteers, they help keep members informed and support the club's public profile through our social media, other appropriate communication channels.

The Publicity Representative helps ensure communications are accurate, inclusive, engaging and consistent with the club's values. The role covers both internal communication with existing members and external publicity intended to attract new members and build positive relationships within the local community.

Skills required

- Confident and effective written communicator.
- Creative, enthusiastic and able to identify engaging club stories.
- Organised and able to gather information and meet publication deadlines.
- Comfortable using social media, email, shared documents and website publishing tools.
- Able to adapt content for different channels and audiences.
- Approachable and confident contacting members for information.
- Able to handle personal information, photographs and sensitive matters appropriately.
- Able to work collaboratively with committee members and other club volunteers.
- Familiar with data protection, consent and the responsible use of social media.

Experience in communications, marketing or social media would be beneficial but is not essential.

Key responsibilities

- Promote the club's activities, events, achievements and community involvement through appropriate communication channels.
- Manage or contribute to the club's official social media accounts.
- Gather information about races, training sessions, social events, volunteering and other club activities.
- Celebrate a broad range of member achievements, including participation, improvement, personal bests, awards, volunteering and team performances.

- Ensure publicity represents the full club community, including members of different ages, abilities and backgrounds.
- Encourage members and committee representatives to submit news, photographs, race reports and other relevant content.
- Obtain appropriate permission before publishing personal information or photographs, particularly those involving junior members.
- Follow the club's data protection, safeguarding, photography and social media policies.
- Monitor comments and messages received through official publicity channels and respond or refer them to the appropriate committee member.
- Help maintain a positive, respectful and welcoming environment across the club's online channels.
- Build positive relationships with local media, community organisations, event organisers and other relevant contacts where appropriate.
- Prepare and distribute press releases or club news stories when suitable.
- Support the promotion of club races, recruitment campaigns, charity activities and community events.
- Represent the club's values and maintain a consistent and positive tone across all communications.
- Attend committee meetings and provide updates on publicity, communication and member engagement.
- Work with the committee to plan communications around important announcements, changes or sensitive issues.
- Monitor the effectiveness of publicity activities and suggest improvements or new opportunities.
- Maintain clear guidance, schedules and login handover information for the role.
- Support succession planning and provide an effective handover to the incoming Publicity Representative.