

# THE GOOD CLUB GUIDE FOR A CLUB MARKETING / PROMOTIONS & PRESS OFFICER

## WELCOME!

You have either been appointed as, or are considering a role as a club volunteer. We wish you a fulfilling and enjoyable experience in your role, and appreciate your commitment as well as the time you are giving in developing the sport.

## HOW THIS RESOURCE WILL HELP YOU

This resource is intended to assist you in your role by providing:

- A guide to the roles and responsibilities of this position
- Templates/resources to assist you and save you time
- Top tips and good practice from experienced volunteers
- Further information and learning/training opportunities

This resource complements other national volunteer publications, which are listed at the back of this resource. The ASA Good Club Guides **EXTRA** will be particularly helpful, providing practical tips, questions and answers that will equip you with further knowledge and information as a Club Marketing/Promotions and Press Officer.

## LINKS TO SWIM21

swim21 is the ASA's club development programme. The Good Club Guide is intended to complement swim21, by providing tools, templates and resources that will assist the running of a club, and ultimately assist in achieving or maintaining swim21 accreditation.

## ROLE OF THE MARKETING/PROMOTIONS AND PRESS OFFICER

A marketing/promotions and press officer provides a central point for the club to lead and promote its activities, ideally to either increase membership, increase income and/or improve the club's image. This includes taking responsibility for the marketing plan within a club, liaison with local media, and raising the profile of the club within the community. The Club Marketing/Promotions and Press Officer should report into the club Chairperson.

## DUTIES OF A CLUB MARKETING /PROMOTIONS AND PRESS OFFICER:

- Develop a marketing and promotions plan for the club in association with the club's strategic plan
- Secure a budget for the club's marketing/promotions and press activities, in association with the club treasurer
- Develop and maintain/update the club website
- Promote and publicise all aspects of the club, in a positive and equitable way through the production of informative and unbiased newsletters, website updates and regular media releases

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- Report on club events (internally and externally)
- Assist in promoting non-swimming social events for the relevant members of the club as requested/approved by the management committee
- Create and nurture relationships with media local to the club

### **COMMITMENT / TIME FOR THE ROLE**

Will vary from club to club, but will include ongoing weekly responsibilities ranging from ½ hour to 1½ hours, particularly in dealing with local media

### **SKILLS AND QUALITIES REQUIRED**

- Enthusiastic with a good knowledge and interest in the club's activities
- An excellent communicator, with good verbal and written skills
- Sound organisational skills
- Experience and/or an interest/passion for marketing/promotions and/or in dealing with the local media

### **TERM OF OFFICE**

This will vary according to club constitutions, and club election processes. Some clubs have rules that stipulate a new person each year, or a limit to the number of times a person can be re-elected, to prevent one person remaining in post for too long a period of time.

### **TOOLS FOR THE ROLE**

The following are deemed to be essential items for marketing/promotions and press officers to have in order to do their role:

- Use of a computer, internet, appropriate publishing materials and email address to produce posters, publicity materials, letters, emails, reports, and to store and record information
- Use of internet for publishing and researching
- Filing system to record all letters and correspondence
- Notebooks for meetings
- Annual diary to record key events
- Club headed stationery
- Telephone with access to an answer phone facility
- List of key contacts within the club, ASA and the media

### **GETTING STARTED**

The following sections will guide a marketing/promotions and press officer through the key areas of the role description above. This resource should be

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read in conjunction with other ASA good club guides. See further information for more details.

Marketing and promotions involves any of the following activities:

- Marketing plans/strategies
- Advertising (TV, radio, newspapers, flyers, website, events, magazines, newsletters etc)
- Promotional activities and events (“come and try” days, special events, club website, guest appearances featuring high-profile athletes etc)
- Media relations (press releases)

### **DEVELOPING A MARKETING STRATEGY FOR YOUR CLUB**

The following information is designed to guide a marketing/promotions and press officer in their role and assist in developing a marketing strategy for the club. The key areas for a strategy to consider are:

#### **PRODUCT**

The product the club offers e.g Swimming teaching, coaching, squads, masters, competitive swimming, recreational swimming etc.

#### **PLACE**

The location of the club and how that may impact on it's activities e.g is it at a venue with easy transport access, does it have full disability access, is it a new modern inviting pool or an old pool?

#### **PROMOTION**

How the club promotes its activities to create interest and attendance by the local community

#### **PRICE**

Obtaining and publishing a clear pricing strategy in place for the club, including provision for paying teachers/coaches (if appropriate), pool hire and other costs, squad fees to participants, hardship funds to encourage participation by all, comparisons to other local clubs, profit predictions for the club

#### **PERCEPTION**

Being aware of the perceptions of members and the local community (non-members) of the club and it's activities

#### **PLANNING**

Conducting market research with current and past members to analyse progress and aspirations of the club members. This should also be done in conjunction with the overall club development plan

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### **PACKAGING**

How products and services of the club are “packaged” to suit the needs of its members (ie. time of training, the teachers and coaches, the facilities, the opportunities for competition etc)

### **POSITIONING**

How the services and products of the club are positioned within the local community e.g accessible to all, cheap, expensive

The ASA Good Club Guide **EXTRA** for a Marketing/Promotions and Press officer provides further information and examples on producing a strategy

## **WORKING WITH THE LOCAL MEDIA**

There is more and more competition for the limited media coverage of sport. In preparation for a media interview, the following sections will guide in attracting, planning for, and participating in a media interview. The challenge for clubs will be ensuring all information reported is positive, upbeat and informative.

### **ATTRACTING MEDIA ATTENTION**

If you are attempting to attract media attention to your club, an event or to your swimmers, you will more than likely need to write and share a media release. This will inform the chosen media of your story and hopefully the media agencies will be interested enough to contact you for more information.

**All media releases should be succinct and include** what, where, when, how and why. The ASA Good Club Guide EXTRA for a Club Marketing/Promotions and Press Officer shows an example media release.

## **PREPARING FOR MEDIA INTERVIEWS**

If you are lucky enough to attract media interest for an interview, great tips for preparing for a media interview are to find out:

- What is the focus of the story?
- Ask the reporter what their focus will be.
- Be prepared for this to change and expect surprises.
- Who else is being interviewed for the story?
- If the reporter lists your competition (i.e. another Club), this is a good time to suggest other people who will reinforce or enhance your perspective and image.
- Can you enhance the story with photographs – images have much more impact?
- What's their deadline?
- If it is taped or live?

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Expect a more in-depth and lengthy interview if the reporter has days rather than hours, or even minutes to put a story together.

### **THE MEDIA INTERVIEW**

The following are top tips in dealing effectively with a media interview:

- Listen to the questions
- Ask for clarification if you need to
- Be direct (make your point in twenty seconds or less)
- Avoid jargon (speak in terms the public can understand)
- Be confident
- Be aware of confidentiality of certain information
- Honesty is the best policy
- Avoid appearing defensive
- Remember that interviews are a good thing
- Promote your agenda (take advantage of the interview)
- Seek advice if a story is of a sensitive nature
- Carefully steer away from difficult questions but be aware the reporter will try to ask these again in the interview when you least expect it.

### **FORMS OF MEDIA**

#### **PRINT (NEWSPAPERS, MAGAZINES, NEWSLETTERS)**

Written articles may seem like less of a concern because you don't have to be videotaped or interviewed live. Although this is the case, print interviews carry their own challenges. Most interviews are audio taped and the reporter usually has more time to process the information.

#### **TOP TIPS FOR A PRINT INTERVIEW:**

- Interviews generally last longer than media interviews.
- Stories can be read and re-read.
- The stories are longer and contain more substance.
- More people can and probably will be interviewed.
- Reporters have an angle that they will build their story around if they are not guided

Print reporters are trained observers and will identify and build a story around your image. They may look for personal characteristics to include in the story such as "the coach appeared agitated and it was obvious that the crisis was getting to him". Be aware of the image you wish to portray and make sure you follow this.

#### **RADIO (RECORDED AND LIVE).**

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It is common for radio stations to have interviews, and talk-back or call-in shows where a guest will be interviewed and listeners may be encouraged to call in and ask questions of the guest. This is a great way to both promote a situation and to promote an image of being at one with the community, etc. It can also go very wrong if you are not very careful when answering the questions. Remember your image.

Remember:

- Your interviewer/audience may be both well educated with the sport and have an idea of the issues at hand.
- Some irrelevant and annoying questions could be asked.
- The temperament of call-ins can vary from adoring to hostile.
- Your answers can be played back many times.

### **ELECTRONIC (INTERNET).**

Internet chat forums and blogs are becoming a popular way for people to chat one on one with athletes, coaches and club officials. Once again, be aware of what you say as it is in writing and can be forwarded to anyone on the net.

Television interviews are not covered within this resource but advice and assistance is available from the ASA press office on (01509) 632237.

Websites are now a massive source of information and a way for a club to promote its activities. The ASA has published useful information and guidance to help clubs develop their own website – see further information for more details.

### **MOVING ON FROM YOUR ROLE.....**

Have you thought about how you will ensure all your knowledge and experience is passed onto a person taking over from you, when you decide its time to move on?

Here are some suggestions to ensure a smooth transition, and to ensure the person taking over from you has the information and resources they need:

- Try to give as much notice to the club that you are moving on, in order to allow the club to recruit / elect another volunteer
- Assist in developing an up to date role description and advert for the post based on your experience in the role, and think of any people that may be interested
- Think about the type of information you would like to receive if you were to volunteer for this position, and the format you would like to receive it in eg. one big file, a face to face hand over meeting, hand over in a 2 week period to not overload with information
- Prepare an information pack for the new volunteer to assist them in their role
- Prepare a list of any outstanding work/issues

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- Prepare a top tips or similar list to help a new volunteer
- Provide a list of key contacts or people who can assist a new volunteer
- Hand over hard copies of any files or important correspondence. Put electronic information onto a USB stick or disk
- Offer to mentor the new volunteer in this role for an agreed period of time

### SUMMARY

We hope you have found this guide informative in supporting you in your role, and providing you with information and helpful tips. We wish you a great experience in your role and thank you once again for all your time and commitment you are giving to the sport.

### FURTHER INFORMATION

The ASA accepts no liability for any errors or omissions in this resource. Further, whilst it is hoped that volunteers will find this resource useful, no liability arising out of it's use can be accepted by the ASA or the club.

This resource is not a contract of employment and the role you undertake as a volunteer will not create an employment relationship between you and the club or the ASA.

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#### **Amateur Swimming Association (ASA)**

Harold Fern House  
Derby Square  
Loughborough  
Leics LE11 5AL  
Tel: 01509 618700  
Email: [info@swimming.org](mailto:info@swimming.org)  
Web: [www.britishswimming.org](http://www.britishswimming.org)

#### **runningsports**

3<sup>rd</sup> Floor, Victoria House  
Bloomsbury Square,  
London WC1B 4SE  
Tel: 0800 363373  
Email: [info@runningsports.org](mailto:info@runningsports.org)  
Web: [www.runningsports.org](http://www.runningsports.org)

#### **Sport England**

3<sup>rd</sup> Floor, Victoria House  
Bloomsbury Square,  
London WC1B 4SE  
Tel: 0845 850 8508  
Email: [info@sportengland.org](mailto:info@sportengland.org)  
Web: [www.sportengland.org](http://www.sportengland.org)

#### **ASA press office** (01509) 632237

#### **County sports Partnerships**

(located all across England.  
Contact details available via ASA  
Regional Offices.

#### **Child Protection in Sport Unit**

NSPCC National Training  
Centre  
3 Gilmour Close  
Beaumont Leys  
Leicester LE4 1EZ  
Tel: 0116 234 7278  
Email: [cpsu@nspcc.org.uk](mailto:cpsu@nspcc.org.uk)  
Web: [www.thecpsu.org.uk](http://www.thecpsu.org.uk)

#### **SkillsActive**

Castlewood House  
77-91 New Oxford Street  
London WC1A 1PX  
Tel: 0207 632 2000  
Email: [skills@skillsactive.com](mailto:skills@skillsactive.com)  
Web: [www.skillsactive.com](http://www.skillsactive.com)

#### **National Association of**

#### **Sportscoach UK**

#### **Volunteering England**

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### **Councils for Voluntary Service (NACVS)**

177 Arundel St  
Sheffield S1 2NU  
Tel: 0114 278 6636  
Email: [nacvs@nacvs.org.uk](mailto:nacvs@nacvs.org.uk)  
Web: [www.nacvs.org.uk](http://www.nacvs.org.uk)

114 Cardigan Road  
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LS6 3BJ  
Tel: 0113 274 4802  
Email: [coaching@sportscoach.org](mailto:coaching@sportscoach.org)  
Web: [www.sportscoachuk.org](http://www.sportscoachuk.org)

Regents Wharf  
8 All Saints st  
London N1 9RL  
Tel: 0845 305 6979  
Email: [information@volunteeringengland.org](mailto:information@volunteeringengland.org)  
Web: [www.volunteering.org.uk](http://www.volunteering.org.uk)

### **Youth Sport Trust**

Sir John Beckwith Centre for sport  
Loughborough University  
Loughborough  
Leics LE11 3TU  
Tel: 01509 226600  
Email: [info@youthsporttrust.org](mailto:info@youthsporttrust.org)  
Web: [www.youthsporttrust.org](http://www.youthsporttrust.org)

### **Sportsmatch**

3<sup>rd</sup> Floor, Victoria House  
Bloomsbury Square,  
London WC1B 4SE  
Tel: 0207 273 1942  
Web: [www.sportsmatch.co.uk](http://www.sportsmatch.co.uk)

### **CCPR – One voice for sport and recreation**

Fourth Floor  
Burwood House  
14-16 Caxton Street  
London  
SW1H 0QT  
Tel: 020 7976 3900  
Email: [info@ccpr.org.uk](mailto:info@ccpr.org.uk)  
Web: [www.ccpr.org.uk](http://www.ccpr.org.uk)

### **In addition:**

**runningsports** has a series of top tips that can be downloaded for free. These include tips on health and safety of volunteers, recruiting young volunteers and older volunteers. Available at [www.runningsports.org](http://www.runningsports.org)

### **ASA website pages dedicated to volunteers.....**

Did you know the ASA website has a dedicated section for volunteers? To find this section, go to [www.britishswimming.org](http://www.britishswimming.org), and click on the “club” tab at the top of the home page. When you are through to the “club” page, click on the “volunteers” link on the left hand side of the page.

Your **ASA County Workforce Co-ordinator** may be able to provide guidance and assistance to you in your role. Further details are available on the British Swimming website.

### **ASA guidance on developing a club website:**

<http://www.sportcentric.com/vmgmt/vfilemgmt/page/filedownload/1,8202,5157-51138-120471-0-file,00.pdf>

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