



Publicity & Communications Sub-Committee Policy

Reviewed: June, 2022

Purpose

To manage all matters pertaining to the publicity and promotion of Pukekohe Swimming Club and its swimmers, coaches and officials.

Overview

There shall be a Publicity & Communications (P&C) Sub-Committee, appointed by the PSC Executive Committee and they will be responsible to it. The Sub-Committee shall consist of:

A minimum of three (3) active members.

It may include a PSC Executive Committee Member. The appointment of the Member is at the discretion of the PSC Executive Committee.

If a position becomes vacant the Lead of the P&C Sub-Committee will appoint a replacement, in liaison with the PSC Executive Committee, ensuring the incumbent has relevant experience.

The PSC Executive Committee shall call for nominations for membership of the P&C Sub-Committee annually. The nominations are:

To be received by the PSC Executive Committee no later than seven (7) days prior to the Annual General Meeting;

To include a brief resume of experience;

To be signed by the nominee.

The appointed P&C Sub-Committee shall be announced to PSC Members following the first meeting of the new PSC Executive Committee (immediately following each Annual General Meeting) and will hold office for a Term of one (1) year from the date of the Annual General Meeting.

The P&C Sub-Committee members' term shall have provision for extension with authorisation to be given at the discretion of the PSC Executive Committee. Any request for an extension of Term by Sub-Committee members must be provided in writing to the PSC Executive Committee no later than seven (7) days prior to the Annual General Meeting.

The Sub-Committee shall –

- Elect its own Lead.
- Meet on an as necessary basis but, at least four (4) times per year.
- Keep minutes of every meeting.
- Realise that unless explicitly empowered by the PSC Executive Committee, they cannot make binding decisions or speak for the PSC Executive Committee.

- Realise that they are not authorized to make public or media announcements/comment on behalf of the PSC Executive Committee, unless it has been ratified by the PSC Executive Committee beforehand.

Responsibilities

1. Promote PSC and communicate with all PSC Members transparently and in a timely manner across all media platforms.
2. Develop, maintain and promote a functional and attractive website with the aim of increasing site usage.
3. Develop, maintain and promote other appropriate social media platforms to the benefit of PSC Members including but not only:
 - a. Promotional posts; and
 - b. Responding to enquiries in a timely manner.
4. Promote the successes of our swimmers, coaches and, officials.
5. Be the lead on all marketing opportunities on behalf of the Pukekohe Swimming Club Executive, and be the gatekeeper of the PSC brand.
6. Maintain the integrity of sponsor's branding.
7. Communicate and cooperate with other PSC Sub-Committees when and where necessary.
8. Report monthly to the Pukekohe Swimming Club Executive and, annually to the PSC Annual General Meeting.
9. Present recommendations as thought necessary in a timely manner to the Pukekohe Swimming Club Executive.