

## Brand, Marketing & Communications



Communicating what we have to offer, increasing club visibility, celebrating our club identity and delivering events and initiatives to foster community spirit

### What you might be doing

- Brand – creating brand guideline toolkit
- Marketing – developing media plan, communicating club values
- PR & Comms – writing press releases, newsletters, race reports
- Website – designing new look website, driving visits to site
- Volunteer coordinator – point of contact for volunteers, develop “job specs”, arranging volunteer thank you events
- Social secretary – coordinate events, develop full year calendar of events, talks and guest visits
- Social media coordinator – post copy on SM channels – develop links with local community FB or IG pages
- Kit – selling kit, managing supplier relationships, promoting kit, developing new ranges to meet members needs

### Commitment/time

- On going time commitment for being a positive role model, and point of contact
- Working group meetings (monthly – online or in person)
- Attend club social events (if relevant)
- Can be done from home or at the club
- From blocks of time on specific projects to regularly weekly/monthly input

### Skills, experience or qualities required

- Enthusiasm
- Excellent communicator
- Approachable
- Organisational skills
- Social media savvy
- Artist skills – posters, photography, videos, kit
- Writing and proof reading creative copy
- Background in marketing, sales, PR, brand or hospitality
- Events management
- Keen chef

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