

Publicity and Communications Sub-Committee Terms of Reference

Version 1.1
Created – Sept, 2020
Reviewed - Annually by Swimming Counties Manukau Board

NB: These Terms of Reference must be read in conjunction with the SCM Sub-Committee Policy found [here](#).

The Sub-Committee shall -

1. Promote Swimming Counties Manukau (SCM), and communicate with all SCM Members transparently and timely across all media platforms.
2. Develop, maintain and promote an effective and attractive website while increasing site usage.
3. Develop, maintain and promote other appropriate social media platforms to the benefit of SCM 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. Lead all marketing opportunities on behalf of the SCM Board, and be the gatekeeper of the SCM brand.
6. Communicate and cooperate with other SCM Sub-Committees when and where necessary.
7. Report monthly to the SCM Board and, annually to the SCM Annual General Meeting.
8. Present recommendations as thought necessary in a timely manner to the SCM Board.