

Skipton Cycling Club – role of ‘Publicity Officer’

The Publicity Officer is responsible for promoting the Club and its events through available Social Media channels and the Website (<https://www.skipton.cc/>).

The Publicity Officer is a co-opted Committee role and so is voted in by the Members of the Committee.

The Publicity Officer has the following specific responsibilities, to be exercised in accordance with the Club Constitution:

- Maintain the Website to ensure that it reflects up-to-date information about the Club for Members and anyone interested in joining. Additionally responsible for creating events such as Le Petit Depart Sportive (LPD) and Pedal in the Park (PITP) on the website for people to sign up;
- Help manage the Club’s WhatsApp Community (<https://chat.whatsapp.com/KHimpHxlpOm1HGvcgOUjcZ>)
- Promote the Club and Events via Social Media Channels:
 - o Facebook (<https://www.facebook.com/groups/2034712936805478>)
 - o Instagram (<https://www.instagram.com/sccpublicity/>)
 - o Twitter/X (https://x.com/scc_publicity)
- Promote Events such as LPD and PITP via Poster Campaigns and local media.