



# Publicity Officer

The primary role of the publicity officer is to promote Wallasey Athletic Club and its members to the public and keep the website up-to-date with information, news and details.

## Typical responsibilities:

- Ensuring accuracy: Making sure that club website information, such as results, are accurate and provided on time
- Content management: Posting race results, photos and reports to the club's website
- Social media: Keeping Social Media Representatives are updated on club news and events
- Website security: Ensuring the website is secure
- Website performance: Optimizing the website's loading speeds and capacity, and monitoring its performance and usage
- Data protection: Ensuring the club complies with data protection legislation regarding personal information held on the website
- Communication: Liaising with hosting company, and maintaining a relationship with them
- Website Design: Keep up to date with the latest trends and technologies
- Liaising with the committee: Working with the committee to identify media opportunities
- Information Removal: Comply with requests for data removal in a timely fashion.
- Monitor and use the dedicated inbox for communication  
Contact email [publicityofficer-1@wallaseyathleticclub.co.uk](mailto:publicityofficer-1@wallaseyathleticclub.co.uk)