The role of the club development officer is to promote the club within the community with the view to attracting members to the club. The role is varied in how this will be achieved, but ensuring the club is Active, Modern and Accessible to all in the local community will assist the club achieving this goal.

**Roles & Responsibilities**

* Form relationships within the community with the goal of recruiting members to your club
* Create and implement member recruitment strategies
* Advertise and promote the membership opportunities of your club
* Take the lead in promoting the club in the local community
* Create marketing information which assist in the promotion of the club in the local community
* Updated club website or social media to reflect engagement opportunities at the club.
* Consider running a number of Try Bowls days inviting potential members to come and experience bowls but also to see what your clubs offers to the community.
* Co-ordinate any Try Bowls days including coaches, participants, equipment and catering
* Create and maintain a register of key relationships in recruitment (e.g. Schools, local groups or Bowls Scotland etc)
* Ensure the club is modern and able to adapt to changes in society to meet the needs of existing and potential members
* Create a development plan/strategy for the club to ensure long term stability and ultimately growth of the club in the community

**Knowledge and Skills Required**

* A good understanding of where the club recruits its members traditionally
* Ability to form strong relationships with key stakeholders (e.g. Schools, local groups or Bowls Scotland)
* Is well organised
* Works well in a team environment
* Is well informed of all club activities
* Can communicate effectively
* Enjoys working with children