

POSITION DESCRIPTION

Marketing and Communications Manager



Committee Role

Part of the Committee of Management.

Objectives

- To develop a marketing and communications strategy for the Association.
- To coordinate the production of marketing materials to promote and grow association competitions, events and other activities.

Responsibilities

- Develop and maintain the Associations' marketing and communications strategy.
- Liaise with stakeholders to ensure the marketing and communications strategy is consistent with the Associations purpose and goals and club membership base.
- Input to the design and messaging of Association communications and communication channels
- Design marketing and communication strategies to assist other committee members to achieve their respective goals.
- Undertake tasks at the request of the president, executive or general committee
- Manages Association accounts relating to social media and software for production of marketing materials
- Ensures all publications and materials issued by the Association is brand consistent
- Manages print and other suppliers where Association branding is involved.

Relationships

- Reports to the President
- Provides support to the other marketing and communications volunteer roles
- Liaises with the secretary, match convenor and website manager and tournaments and events manager and trophies manager
- Liaises with the president, COM and all Association members.

Accountability

- The Marketing and Communications Manager is accountable to President.
- Provides a report on any aspect of marketing and communications operations to the committee when requested.
- Seeks ratification from the secretary prior to committing the club to any financial expenditure or action.