

**MARKETING AND COMMUNICATION MANAGER**

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| **Last reviewed on:**  | **Next review date:**  |
| **Reviewed by:**  | **Approved by:**  |

**Reports to:** Club Secretary and Committee

# **Purpose of the role**

The Marketing and Communications Manager purpose is to promote and market the club in a positive light.

# **Qualifications & Desirable Characteristics**

* Experience or qualification in marketing and/or communications
* Effective communication skills
* Organisational skills
* Positive and enthusiastic

# **Duties & Responsibilities**

* Oversee club social media platforms (management of Social Media Coordinator)
* Assist in the review and delivery of the communication plan and marketing plan.
* Assist in the review and update the Social Media Policy and other marketing and communication policies where required.
* Work with all areas of the club to ensure message and stories are being continually promoted and communicated.
* Ensure all marketing and communication tasks and KPIs are being met.
* Prepare marketing and communication reports for club committee.
* Assist with attracting and securing sponsorship.
* Main contact person for all media requirements
* Assist committee with marketing and new business ideas

## **Time Commitment:** 1 – 3 hours per week or as required