



## Marketing Promotions Officer

The role of the Marketing Promotions Officer is responsible to promote and market the club in a positive light at all times.

### **The Marketing Promotions Officer should:**

- Communicate effectively and have good interpersonal skills
- Be well informed of all organisation activities
- Liaise with all media outlets and other key stakeholders
- Be aware of the future directions and plans of members
- Be a member of the (Club) and abide by its policies
- Have knowledge of the (Club) operations, rules and policies
- Be appointed for a term of 12 months
- Be able to commit to the recommended number of estimated hours advised by the club for the role

### **Specific responsibilities normally include but are not limited to:**

- Develop / implement a promotional plan for the club
- Work with Treasurer to develop a budget for the marketing plan
- Write media releases regarding any news items and upcoming events
- Prepare club newsletters and reports
- Create and implement a social media strategy to promote club activities.
- Assist with attracting and securing sponsorship
- Placing sponsorship in newsletters
- Main contact person for all media requirements
- Assist committee with marketing and new business ideas
- Provide a report on portfolio operations to the monthly Committee meeting