



Hills District JRLFC & TA Inc.

POSITION DESCRIPTION

Position Title:	Marketing & Promotions Manager	Category:	Committee Member
Job Description			
<p>The Marketing & Promotions Manager maximizes the promotion of the Club and its brands in general to the local community.</p> <p>This role will also be the lead with sponsorship and publicity activities for the Club ensuring the Club brands and its sponsors receive the widest possible media coverage.</p>			
Knowledge & Skills Required			
<ul style="list-style-type: none">• Ability to supervise others• Well organised• Good written and verbal communication skills• Good negotiation skills• Have a good understanding of Social Media applications and websites• Energetic, enthusiastic and creative• Good listener & ability to liaise with members of the Club in a friendly and welcoming manner			
Objective			
<ul style="list-style-type: none">• To promote the activities of the Club and the Club's brands in general using various channels including local newspaper, social media and website• To assist with the implementation of appropriate social events that foster relationships with players, parents, sponsors and other key stake holders			
Responsibilities			
<ul style="list-style-type: none">• Develop and implement a public relations plan that will better market and promote the Club• Write and issue regular media releases concerning upcoming events, club activities and achievements• Assist with the preparation and publication of club newsletter – The BULLETin• Ensure club website is up to date in regards to news, contact details, and all other relevant information• If required, act as liaison officer for the media at club events and functions• Constantly promote the positive aspects of the Clubs activities, highlighting at all times the Clubs support of the National Code of Conduct and other Club policies• Keep the Board/Committee informed of all media activities• Ensure that the Club's sponsors receive maximum exposure in all spheres• Assist with obtaining sponsorship for the club and preparation/release of the annual Sponsorship Proposal• Develop programs for the recruitment and retention of financial supporters of the Club• Arrange for sponsors advertising in the Clubs newsletter, website, yearbook, banners and through the Public Address system at home games• Create a positive general public awareness of the Club and its activities			

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<ul style="list-style-type: none">Publicise and promote all events, programs and initiatives within the Clubs brands			
Additional Notes			
Reviewed By:	Rick Palin	Date:	25 November, 2016
Approved By:	Glenn Starr / Michael Gremmo	Date:	7 December, 2016
Last Updated By:	Rick Palin	Date/Time:	25/11/2016 3:00PM
Office Bearer:	Scott Chalcraft	Term:	BOM 2016 Season
Signature:		Date:	