

POSITION DESCRIPTION

POSITION DATA

Title: **MARKETING & PROMOTIONS OFFICER**
Organisation: *Club name here*
Reports to: **PRESIDENT**

Functional Relationships

President Secretary
Executive Committee Caretaker

POSITION SUMMARY

The Marketing and Promotions Officer is responsible for overseeing the implementation of the _____ marketing plan.

The Marketing and Promotions Officer is directly responsible to the President of _____ and members of _____.

The Marketing and Promotions Officer may chair the Marketing and Promotions Committee.

DUTIES

- Develop (as part of the club/group plan) in conjunction with the Marketing and Promotions Committee the club/group marketing plan
- Work with the Treasurer to develop a budget for the marketing plan
- Oversee the implementation of the strategies in the marketing plan
- Submit regular reports to the club/group committee

KNOWLEDGE AND SKILLS REQUIRED

- Can communicate effectively
- Is positive and enthusiastic
- Is well organised
- Has marketing expertise and experience in dealing with the local media

ESTIMATED TIME COMMITMENT REQUIRED

The estimated commitment required as the Marketing and Promotions Officer of _____ is _____ hours per week.

The time commitment as the Marketing and Promotions Officer of a club/group varies greatly from club/group to club/group. Smaller clubs may require the Marketing and Promotion Officer to spend only a half hour per week or larger clubs, one hour per week on club/group related duties.