

Marketing Director



Role Purpose

The Marketing Director has the responsibility of keeping the website and social media platforms up to date and dynamic. This incorporates branding, which enhances our Club both externally and internally. This role is also responsible for attracting new and maintaining long term sponsors to assist in achieving budgetary goals

Profile Responsibilities

Responsibilities	Best Practice	Measures
Website/Social Media	Updated and dynamic content	• Number of hits
Sponsorship	Attracting new and maintaining long term partnerships	• \$ budget • Sponsor retention
To recruit volunteer members to assist in the running of the division	A pool of members available and willing to assist	• Willing participation in volunteering activities
Branding	Consistent messaging which enhances our club externally and internally	• New members • Event success • Unsolicited engagement
Comms/systems	Use up to date technology solutions for effective non ambiguous communication	• Member buy in and feedback

Skills and Attributes

- Computer literacy
- Communication and negotiation skills
- Marketing experience

Lockleys Bowling Club

By-Law 13 – Marketing and Sponsors Committee

In accordance **with** Section **36.1** of the Constitution, the Board of Management has appointed a Marketing and Sponsors Committee.

The committee co-ordinator

- Manages and organises meetings
- Reports to the **Marketing Director**

Committee Responsibilities

- Procures new sponsors and nurtures existing sponsors for the club.
- Ensures that the level of all signage and promotion within the club is correct, current and maintained efficiently.
- Presents and portrays the Lockleys Bowling Club to the public and to potential new members as progressive, active and enthusiastic.
- Ensures that sponsors who provide money, product or service in kind are recognised by the club and its members at a level commensurate with their contribution.
- Ensures that a maintained record of sponsors with complete contact details exists and that each sponsor has been assigned to, and is managed by, a club representative.
- Ensures the monthly club newsletter is produced and distributed to members in a timely fashion.
- Assists members to understand, support and uphold important processes in dealing with sponsors eg
 - only members of this committee have authority to communicate directly with sponsors
 - sponsor's product should be considered first when purchasing for the club