

Role Descriptor: Marketing Officer

This position may have other names such as Promotions Officer or Press Officer. The position is an important one because it promotes the activities of the club with the aim of increasing membership, raising income or improving the club's reputation.

What you'll get out of it:

- Sense of self achievement, fulfilment and giving back
- A key role within your community
- Meeting lots of people from different backgrounds
- A chance to develop skills
- Potential career development / improved employability
- Potential of new training and qualifications

Who will I be responsible to?

- Chairperson

Who will I be responsible for?

- Webmaster (if you have one)

Ideally, you'll need to be:

- Confident and approachable
- Enthusiastic with a good knowledge of the club's activities
- A strong communicator, with good writing and verbal skills
- Well organised
- Experienced in computer skills
- Interested in marketing/promotions/social media or dealing with the local media

What you will do:

- Raise the profile of the club in the community and in the county
- Talk to / build a relationship with the local media
- Secure a budget (if possible) for the club's marketing/promotional activities, in association with the Treasurer
- Ensure the club website and social media feeds provides up to date and relevant information
- Report on club events and coordinate the compiling of match reports
- Act as editor of the match day programme (in much larger clubs).

How much time will it take?

- Approximately two hours a week, though this will depend on the nature of your sports club/organisation.

For further information, contact:

(Insert contact details here of Chairperson or Secretary)