



Role Description – **Marketing Manager**

Desirable Attributes:

The Marketing Manager should:

- write well and have some knowhow on presenting media releases and articles
- have computer skills
- be a good communicator and be able to develop positive relationships with media contacts
- be able to liaise with the committee regarding media relations and news items

Is Responsible To: The Club President and Committee Members

Specific duties include but are not limited to (examples):

- Identify, build and promote the clubs brand
- Oversee all aspects of marketing & communications via newsletter, website and social media
- Making contact with media contacts and developing and maintaining media relationships
- Being the communications contact person for club members and media to gather and present articles
- Presenting regular articles for the club newsletter and/or website
- Ensuring that weekly media information e.g. results is provided on time and is accurate
- Writing media releases to highlight key activities / stories about the club
- Liaising with the committee about media opportunities
- Liaising with Fundraising/Events and Sponsorship Coordinators to ensure club is properly represented in each area.