



LOWER GREAT SOUTHERN HOCKEY ASSOCIATION INC

Marketing & Promotions - Job Description

Position Title	Marketing & Promotions
Location	Albany
Date Edited	March 2023

Position Summary

Description	Develops and implements promotion plans and strategies.
Responsible to	President and Board
Positions Supervised	Various volunteers
Associated functions	Various media, Development Officer
Role Duration	12 months; planned that incumbents sit for period of three terms
Time Commitment	~ 1 – 2 hours/week over year
Employment Status	Volunteer

Key Responsibilities

Promotion	Promote hockey, the Association and sponsors throughout the region. Look for opportunities to gain exposure for sponsors
Facilitation	Develop and nurture wide range of media contacts Review, update and implement sponsorship packages
Administration	<ul style="list-style-type: none"> <u>Reporting</u>: maintain scrapbook of media coverage throughout the year, particularly noting sponsor mentions; oversee newsletter and Facebook content/branding. <u>Strategy</u>: participate in strategic planning sessions, particularly marketing and new business ideas

Key Deliverables

Ex-Strategic Plan	Priority 1 <ul style="list-style-type: none"> Develop and nurture key media relationships Promote Association and sponsors through media (including website, Facebook page) Develop Association brand (logos, uniforms, website, etc)
	Priority 2 <ul style="list-style-type: none"> Develop new player information pack Investigate radio segments
	Priority 3 <ul style="list-style-type: none"> Maintain records, particularly scrapbook of media coverage to show grantors and sponsors. Investigate future sponsorship possibilities



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	<ul style="list-style-type: none">• Investigate sponsors round – invite 2 people from each sponsor to hockey to gain maximum exposure.
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Qualifications, skills, attributes

Essential Criteria	<ul style="list-style-type: none">• Innovative• Creative• Well organised• Adept oral and written communicator• Enthusiastic
Desirable Criteria	<ul style="list-style-type: none">• Background in marketing and promotions and/or media