

Position Description – DIRECTOR OF MARKETING

<p>Position Objective:</p>	<p>Notwithstanding the legal duties and the prescribed duties of Directors within By-Laws and the Constitution of Anglesea Surf Life Saving Club, the role of the Director of Marketing is to co-ordinate all functions in the provision of the Marketing and promotion of the Club whilst also overseeing the three major club fundraisers to ensure that:</p> <ol style="list-style-type: none"> i. Club’s objectives are achieved which incorporates the budgeted income as a result of fund raising/sponsorship. ii. The desired image is portrayed to the Club’s supporters, members, sponsors and Government. iii. The major club fundraisers are conducted to the highest standard whilst showcasing the Club, it’s sponsors and community. <p>The Club’s image is raised to the extent of acceptance within the local community and consideration by the community that Anglesea is the premier club in Victoria.</p>
<p>Responsible To:</p>	<p>Vice President Operations The Executive Club Members</p>
<p>Reporting Positions:</p>	<p>Public Relations Officer Social Media Manager Website Officer Race Director – Rock2Ramp Door Knock Coordinator Golf Day Coordinator</p>
<p>Financial Authority:</p>	<p>In accord with the Club Expenditure Policy.</p>
<p>Functions:</p>	<ol style="list-style-type: none"> 1. Fulfil the obligations of a Director of Anglesea Surf Live Saving Club. 2. Co-ordinate all functions associated with the promoting, fund raising, sponsorship, public relations and general communication of the Club and its activities. 3. Review and implement any directives provided by LSV and National Council. 4. Manage club digital assets, including content and ensuring this is kept up to date. 5. Manage sponsorship register and agreement documentation. 6. Identify grant opportunities and apply for on behalf of the Club. If successful, assist with the delivery/purchase of resources with the relevant director and manage the acquittal process. 7. Develop and maintain a club stakeholder management plan. 8. Provide Club Executive with details of operation. 9. Communicate with the general public, members, local authorities, sponsors, supporters, potential supporters and sponsors in promoting the Club and its activities. 10. Manage the reporting positions including the establishment of communication and reporting procedures to ensure that each function is carried out effectively. 11. Prepare and implement a marketing plan in conjunction with the Vice President Operations to encompass the overall strategic plan for the Club. 12. Assist each of the other members of the Executive Committee in establishing fund raising programs and specific marketing objectives. 13. Establish contact and maintain communication with the media in promoting Club and Club activities. 14. Act generally in the best interests of the Club.