

Marketing Manager Pakenham Bowls Club

The Marketing Manager is responsible for promoting the Club to the community, businesses, potential sponsors and advertisers with a view to increasing:-

- Membership
- Revenue from Sponsors and Advertisers
- Revenue from other activities. e.g. Christmas Bowls functions

Responsibilities:

- Prepare suitable advertising material for the promotion of the Club for Board approval. eg Business Partnership agreements, Christmas Bowls flyers.
- Ensure that all promotional material is always up to date.
- Maintain liaison with all existing sponsors/advertisers and continue to investigate potential sponsors/advertisers.
- Liaise with the Tournament Co-Ordinator and arrange sponsors for all Tournaments.
- Review and set price levels for advertising and liaise with Board Treasurer regarding invoicing and the collection of payments.
- Maintain and update the Sponsors Board and other club signage.
- Oversee the production, erection and maintenance of all advertising signs.
- Liaise with the Board in ensuring that all advertising/sponsorship details, records, contracts etc, are current and up to date at all times.

Succession planning.

A key responsibility of the Marketing Manager is to ensure that at the end of their term a new Marketing Manager can be easily recruited.

Requirements.

The Marketing Manager is expected to:

- Act in the best interest of the members always.
- Attend all Committee meetings.
- Undertake the role in good faith and honesty.

If at any stage the Marketing Manager becomes aware of a personal conflict of interest, real or perceived between themselves and the club, they should immediately notify the Chair of the conflict who will immediately inform all other committee members.

End of year hand over.

Updating key documents.

- At the end of each year a key activity of the Marketing Manager will be to review and revise their position description to ensure it continues to reflect the requirements of the role. The updated Position Description must be

included in the club information register prior to the Annual General Meeting each year.

Induction of the incoming Marketing Manager.

- An important responsibility of outgoing Marketing Manager is to train, mentor and support incoming the incoming Marketing Manager.