



MARKETING DIRECTOR Role Description

The Marketing Director shall:

- Maintain and co-ordinate a comprehensive sponsorship program. Actively pursue and assist others in their pursuit of new Sponsors for the Club.
- Co-ordinate and encourage all efforts to retain Sponsors with effective communication and looking to 'value-add' to encourage their continued involvement.
- Guide the setting of Sponsorship and Donations Budget.
- Produce, promote and distribute Sponsorship Packages and related materials.
- Organise, co-ordinate, facilitate and assist with catering for Sponsors and Life Members functions.
- Organise and Chair Fundraising and Social Events sub-committee, including:
 - Family Fun nights
 - Major Fund Raisers
 - Off site Fund Raising
 - Major and Minor Raffles
- Ensure proposed events will be profitable and promote pre-selling of tickets where possible
- Ensure Club is Marketable and maximise attendance at home games
- Responsible for organising in conjunction with the Finance Director Merchandising opportunities for the club.
- Responsible for updating of the club webpage and Social Media outlets, in conjunction with the Club Secretary and Junior Director(s) Administration.
- Report to the Board on progress of all of the above and suggest changes and enhancements.