**Marketing and Social Media Promotions Officer**

|  |  |
| --- | --- |
| **Last reviewed on:** [insert date] | **Next review date:** [insert date] |
| **Reviewed by:** [insert title of person] | **Approved by:** [insert title of person] |

The Marketing and Social Media Promotions Officer is responsible for positively promoting [insert club name] and overseeing the implementation of [insert club name]’s marketing plan.

## **Responsible To:** The Marketing and Social Media Promotions Officer is directly responsible to the [insert title] of [insert club name].

The Marketing and Social Media Promotions Officer may chair the Marketing and Promotions Committee.

**Responsibilities and Duties**

* Adhere to the mission, vision, and values of the club
* As part of the club plan, develop the club/association marketing plan in conjunction with the Marketing and Promotions Committee
* Work with the Treasurer and relevant parties to develop a marketing budget
* Oversee the implementation of the strategies in the marketing plan
* Write media releases and prepare newsletters on behalf of the club
* Manage and direct media enquiries
* Monitor online media, information and social channels
* Optimise marketing strategies carried out in online and offline channels
* Collaborate with the Marketing Committee to develop new ways of promotion
* Submit regular reports to the club committee.
* Adhere to all social media & communication policy guidelines

## **Knowledge and Skills Required**

* Effective communication skills
* Positive and enthusiastic
* Well organised
* Marketing expertise and experience in dealing with local and social media

**Estimated Time Commitment Required**

The estimated time commitment required as the Marketing and Social Media Promotions Officer of [insert club name] is [insert approximate hours] hours per week. The Marketing and Social Media Promotions Officer is appointed for a [insertlength of term] term.

I have read and agree to the above position description.

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_