**POSITION DESCRIPTION**

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| Director of Marketing – August 2021 Bronte Surf Life Saving Club  Position Description | |
| **DIRECTOR OF MARKETING** | |
| Appointed By: | Member Nomination at the Annual General Meeting |
| Key points of contact: | General Manager  Club President |
| Term of Office: | 1 year (August 2021- August 2022) |
| Qualifications, Skills and Experience: | * a passionate communicator with a strong sense of community * experience in sponsorship engagement and management * knowledge of, and interest in, social media marketing |
| Responsibilities: | * oversee the Club's sponsorship arrangements and work closely with the key Club contacts for each sponsor * manage individual sponsorships where appropriate * engage new sponsors * keep abreast of potential clashes between sponsors and/or the community * liaise and consult with the General Manager regarding the period of individual sponsorships and the benefits each sponsor shall be given * oversee Bronte SLSC's role in the local community and where appropriate, form committees to engage with the community in different ways (such as Silver Salties) * develop guidelines for community engagement, outreach and interaction * assist with, and advise on, high level communications from Bronte SCLSC that may potentially impact the Club's standing in the community * be a Director of BSLSC and comply with the BSLSC Governance Policy * attend Board of Management Meetings as required throughout the year (generally every 2 months) and submit a written report prior to each meeting |
| Eligibility | * suitable qualifications and experience to carry out the responsibilities outlined above * be an individual voting member of BSLC |