**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
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| 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
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| Eligibility | * suitable qualifications and experience to carry out the responsibilities outlined above
* be an individual voting member of BSLC
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