



ENDEAVOUR HILLS JUNIOR FOOTBALL CLUB & AUSKICK



Incorporation Association No. A00053411 - ABN: 83 698 930 671

Position Description Marketing & Promotional Operations (General Position)

Objectives

- To promote and market the club in a positive manner

Responsibilities

- Work with the Exec committee to develop / implement a promotional plan for the club.
- Write social media/web site releases regarding any news items and upcoming events.
- Prepare club newsletters and communications.
- Assist with attracting and securing sponsorship.
- Placing sponsorship in newsletters.
- Main contact person for all media requirements.
- Liaising with key stake holders such as local business and shopping centres to arrange promotional events.
- In conjunction with the Football Ops Manager, coordinate annual "come and try days" on behalf of the club.
- Liaising with local schools to arrange football clinics to be run by club members and committee.
- Assist committee with marketing and new business ideas.

Relationships

- Reports to the Club Executive
- Liaises with the Club Committee
- Liaises with all media outlets

Accountability

- Accountable to the Club Executive



P.O. Box 267, Endeavour Hills VIC 3802
<http://www.endeavourhillsjfc.com.au/>
<http://facebook.com/EHJFC>

