



# DIRECTOR JOB DESCRIPTION

## MARKET AND COMMUNICATIONS DIRECTOR

<b>Job Title:</b>	11. Marketing and Communications Director	<b>Revised Date:</b>	April 09, 2018
<b>MHA:</b>	Kerry Park Minor Hockey Association	<b>Term:</b>	One Year

### Description

Oversees the marketing, communications, fundraising, tournaments and sponsorship programs for the Association.

### Key Accountabilities

- Reviews and coordinates all team fundraising activities to avoid duplication or conflict of activities within the community.
- Assists with team applications for various licenses including 50/50 draws, raffles, and anything else requiring a BC Gaming Licences.
- Collects and maintains copies of teams gaming summary reports and shall report to the Treasurer/Finance Director any outstanding issues or concerns.
- Leads the application and filings for the Provincial Gaming Grant as per requirements.
- Oversees the development and refinement of the Policies and Procedures and related activities for Sponsorship.
- Establishes member volunteers to assist with sponsorship activities.
- Develops proposals in order to send to different organizations in order to solicit sponsorships.
- Creates and implements strategies and plans to attain sponsorship in order to maximize revenues.
- Seeks new sponsors by taking referrals and searching different avenues such as the web.
- Ensures that sponsors are integrated into as many aspects of promotional campaigns as possible.
- Sets sponsorship revenue goals and leads sponsorships annually for targeted Association expenditures including the acquisition of equipment/assets and event purposes.
- Tracks sponsorship income and provides monthly commitments and receivables to the Treasurer/Finance Director.
- Ensures sponsor agreements are correctly implemented.
- Writes, updates and publishes the Association’s website information and content (webmaster).
- Maintains the Association’s social media accounts, including content creation and curation.
- Measures and reports on the effectiveness of communications activities.
- Identifies and develops relationships with media personnel, community partners and agencies to promote the Association.
- Assists with the coordination and facilitation of hosted hockey tournaments.
- Reviews tournament budget and forecasted revenue to ensure tournaments are viable for Board of Director approval.
- Oversees and facilitates any advertisements for the Association as approved by the Board of Directors.
- Develops and leads the implementation of registration campaigns.

### Experience

Experience in not-for-profit fundraising, marketing, sponsorship and communications is an asset.

### Typical Committees

Budgeting Committee, Policies and Procedures Committee