



DIRECTOR JOB DESCRIPTION

MARKETING AND TOURNAMENTS

DIRECTOR

Job Title:	Marketing and Communications Director	Revised Date:	April 01, 2020
MHA:	Kerry Park Minor Hockey Association	Term:	Two Year

Description

Oversees the marketing, communications and tournaments for the Association.

Key Accountabilities

- Oversees the development and refinement of the Policies and Procedures and related activities for tournaments
- Establishes member volunteers to assist with tournament activities.
- Manages Social Media accounts (e.g. Twitter, Instagram, Facebook and website webmaster) for the Association and updates them frequently.
- Measures and reports on the effectiveness of communications activities.
- Identifies and develops relationships with media personnel, community partners and agencies to promote the Association.
- Develops annual marketing and communication plans intended to market the Association as a whole where efforts would increase registrations, sponsorship etc.
- Assists with the development of Association strategic and business planning activities.
- Recommends a plan for annual Association-led hosted tournaments.
- Manages annual scholarships program.
- Facilitates taking pictures and notes and works to develop related stories and successes of the Association and teams for display on the website, public media, local newspapers etc.
- Develops and upkeeps necessary templates for the Association (letters, PowerPoint presentations etc.)
- Develops periodic newsletters for the members.
- Oversees the organization of end-of-year graduating player events.
- Assists with the coordination and facilitation of hosted hockey tournaments, including BC Hockey sanctions.
- Assists Managers with how to run tournaments.
- Reviews tournament budget with the Vice President, Admin and Finance and forecasts revenue to ensure tournaments are viable for Board of Director approval.
- Coordinates and organizes all details of application and implementation of First Shift Program.
- Oversees and facilitates any advertisements for the Association as approved by the Board of Directors.
- Develops and leads the implementation of registration campaigns.
- Communicates with Board of Directors and prepares any application and or nomination for VIAHA and BC Hockey awards to be submitted prior to the March deadline.
- Attends Director Meetings and prepares monthly reports for the Director Meetings.

Experience

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

Typical Committees

Policies and Procedures Committee and Association Awards Committee.