

Kitchener Ringette Association Marketing Director

Overview:

The Marketing director has two main functions as for KRA, which are to promote the sport of Ringette in the Kitchener community with the primary objective of growing KRA membership and also support the Kitchener Ringette Association and its teams engage potential sponsorship partners

The main methods to promote growth of the sport are:

- 1) Advertising streams such as sport guides, public interaction events, through the KRA web sites or social media
- 2) Promotion of specific engagement events such as “Come Try Ringette” or “Bring a Friend” events or others as developed
- 3) Attending and hosting a booth at City of Kitchener “Kidspark” event when requested by KRA Board.
- 4) Participation in the Kitchener Santa Claus Parade

Role and Responsibilities:

- Development and creation of media, signage and any promotional material to inform KRA members of upcoming events.
- Any promotional material about special offers/clinics/raffles/events that need to be communicated externally to KRA.
- In consultation with the Board of Directors, organize and support the provision of Wildcat clothing through an appropriate vendor.
- Creation of or direct the creation of adverts or branding that are produced through external partners such as print ads, arena signage, brochures, web ads, badges etc.
- Obtain price quotes, and get board approval prior to purchasing all promotional or branding materials
- Create volunteer sign-up sheets for events and oversees the coordination of the volunteers for any marketing activities.
- Coordinate displays, publication materials, loot bags etc. at any KRA public events.
- Collect any relevant marketing information that helps determine the effectiveness of any advertising programs KRA chooses to act on.
- Keep track of receipts and provide to treasurer verifying expenditures and budget costs for coming season.
- Meet with team coaches and/or managers at the start of the season (in coordination with the coaching director) to see if they need assistance with fundraising or sponsorships and help guide them.
- Help teams with developing appropriate written letters, or communications by leveraging past items used by KRA for the purposes of fundraising.
- Assist the Events Coordinator with preparations and coordination of KRA events as required.
- Attend all KRA Board meetings and produce reports on past and upcoming events and promotions.
- Any other tasks that may be assigned by the Board

No Director, Officer or committee member of the Corporation is to be liable for the acts, neglects or defaults of any other Director, Officer, committee member or employee of the Corporation or for joining in any receipt or for any loss, damage or expense happening to the Corporation through the insufficiency or deficiency of title to any property acquired by resolution of the Board or for or on behalf of the Corporation or for the insufficiency or

deficiency of any security in or upon which any of the money of or belonging to the Corporation shall be placed out or invested or for any loss or damage arising from the bankruptcy, insolvency or tortious act of any person, firm or Corporation with whom or which any moneys, securities or effects shall be lodged or deposited or for any other loss, damage or misfortune, whatever which may happen in the execution of the duties of his or her respective office or trust provided that they have:

1. Complied with the Corporation's articles and By-laws; and
2. Exercised their powers and discharged their duties in accordance with the Act.