

# YELLOWKNIFE MINOR HOCKEY ASSOCIATION

## POSITION DESCRIPTION

Approved: 09 August 2007

**POSITION:** Coordinator, Marketing and Promotions

**REPORTING TO:** Director, Sponsorship and Fundraising

**AUTHORITY:** As determined by a decision of the Executive Committee or the Director, Sponsorship and Fundraising

**RESPONSIBLE FOR:** Enhancing community awareness of Association activities and the successes of our players and teams.

### DUTIES:

- Advertising Association activities and programs through regular media coverage;
- Providing short human interest or personal success stories to the local media as opportunities arise;
- Producing information brochures for Association tournaments and other relevant events;
- Ensuring that all sponsors are provided with appropriate recognition whenever possible;
- Ensuring that Association volunteers, partners and sponsors are duly recognized;
- Obtaining a photographic record of key Association events and activities;
- Promoting the recruitment of new players to the Association;
- Alerting the media to reportable events; and
- Organizing an annual gear swap;

### DESIREABLE SKILLS:

- Commitment to the Association Vision, Mission, Values and Operating Principles;
- Ability to meet personal commitments and agreed-upon deadlines;
- Good communication (oral and written) skills;
- Ability to take quality photographs; and
- Good inter-personal skills.

### TIME COMMITMENT:

- Approximately three hours per week during the hockey season.