



Position Description

Marketing and Sponsorship Coordinator

Responsible To

The Marketing & Sponsorship Co-ordinator is directly responsible to the Chairman and the members of the club. Chair the marketing and sponsorship steering committee.

Responsibilities and Duties

The Marketing & Sponsorship Co-ordinator should:

- Develop (as part of the club plan) in conjunction with the Marketing & Sponsorship Committee the club marketing plan and sponsorship packages
- Work with the Treasurer to develop a budget for the marketing plan
- Oversee the implementation of the strategies in the marketing plan
- Submit regular reports to the club committee
- Co-ordinate all sponsorship for all areas of the club
- Meet the sponsorship budget target set as part of the annual financial planning process
- Ensure all existing sponsors are contacted three months prior to the season commencement
- Seek out new sponsors to supplement existing sponsors
- Ensure sponsors signage is in place and all other aspects of sponsorship packages are in place prior to the commencement of the season
- Arrange a sponsors functions
- Ensure all sponsorship agreements are honoured
- Maintain contact with all corporate sponsors throughout the season
- Maintain strong relationships with all Club sponsors.