

# Marketing Director

## General Duties of Assigned Portfolio

### Goal of Portfolio

The Marketing Director is primarily accountable for Marketing Strategy. Including developing a content strategy for web presence, social media, and communications, and initiating PR campaigns directed to both local, national and international sports media and media in general. Informing the media about Regattas, Rowers, Rowing, and rowing programs and coordinating communications among the club, ARC athletes and the media outlets, with the objective of raising the Club's profile.

### Duties and Areas of Responsibilities

Primary responsibilities of the Marketing Director include, but are not limited to the following:

1. Developing and execute a plan for marketing and online presence of the Argonaut Rowing Club, and work hand in hand with the Communication Director on building and executing our internal and external outreach strategies
2. Creating awareness and interest in the Argonaut Rowing Club and promote its programs among the press, the media and the general public on an on-going basis
3. Managing investor relations including proactive communications to investors to highlight the impact their investments are having, updating on strategic goals and producing an annual report for bond holders
4. Answering enquiries from individuals, governmental departments, journalists, media and production organizations and companies
5. Preparing press releases, tweets, posts, articles, handouts, direct mail pieces and photographs or video; liaise with photographers who wish to photograph Club crews and storing photographs taken online so that they can be used for subsequent club purposes
6. Organizing press briefings, exhibitions, visits, tours
7. Writing and editing publicity brochures, promotional videos
8. Working with advertising, marketing, print and broadcast media outlets
9. Public speaking - at presentations, press conferences or radio and TV interviews, where required and where the President is unavailable to do so
10. Fostering and broadcasting the club's involvement with both the sport of rowing, and in provincial or national projects that may come to the club from time to time

11. Working with the Communications Director and the Board, to keep them informed of the progress of a campaign and to learn of developments in their portfolios that may influence an ongoing campaign or offer new PR opportunities
12. Managing crisis situations where appropriate, as they arise in media relations, and
13. Ensure that Board President is kept informed of all major activities of the portfolio and any scheduled sub-committee meetings, to support the Chair's responsibility to monitor overall Board governance.

### **Sub-committees and Reporting Positions**

- Marketing Committee
- Communication Committee

### **Evaluation**

Director's performance is evaluated annually through reporting to the membership at the Annual General Meeting.

### **Review and Approval Date**

The Board annually reviews the Board Member Job Descriptions to ensure appropriate assignment of duties and responsibilities.

Date: \_\_\_\_\_

Director's Signature: \_\_\_\_\_

**Last Updated:** January 2021