

MARKETING & PROMOTIONS OFFICER JOB DESCRIPTION (SAMPLE ONLY)

The Marketing and Promotions Officer is responsible for overseeing the implementation of the _____ marketing plan.

Responsible To

The Marketing and Promotions Officer is directly responsible to the President of _____ and the members of _____.

The Marketing and Promotions Officer may chair the Marketing and Promotions Committee.

Responsibilities and Duties

The Marketing and Promotions Officer should:

- Develop (as part of the club/group plan) in conjunction with the Marketing and Promotions Committee the club/group marketing plan.
- 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/group committee.

Knowledge and Skills Required

Ideally a Volunteer Co-ordinator is someone who:

- Can communicate effectively.
- Is positive and enthusiastic.
- Is well organised.
- Has marketing expertise and experience in dealing with the local media.

Time Commitment Required

The estimated time commitment required as the Marketing and Promotions Officer of _____ is _____ hours per week.

The time commitment required as the Marketing and Promotions Officer of a club/group varies greatly from club/group to club/group. Smaller clubs may require a Marketing and Promotion Officer to spend only a half hour week or larger clubs one hour per week on club/group related duties.