

Position Description – Marketing & Promotions Officer



Reports to:
President &
Board



Meeting
Attendance:
As requested



Length of
Term:
No set Term

Position Overview

Marketing & Promotions Officer is responsible for the administration of the SWGA Facebook Page & Website ensuring content is uploaded in a timely manner to advertise & promote district & club events.

The Marketing & Promotions Officer will assist to create an inclusive social media policy and undertake the role consistently with the policy.

The Marketing & Promotions Officer is not an WGA Board members but is required to work closely with the Board & Golf Operations Committees

Role & Responsibilities

- ✓ Understand the key activities that will take place throughout the year and develop strategies to support and promote each activity
- ✓ Develop & manage a communication strategy including pre, during and post event strategies to define the information that will be included when and how
- ✓ Actively update the associations Facebook Page & Website throughout the year to update followers on results, any activities from member clubs, achievements, milestones etc.
- ✓ Actively engage followers to transform visitors into advocates for the district (creating a sense of belonging between the district and individuals)
- ✓ Collaborate with members of the association to ensure their message and stories are being promoted and communicated.

Skills & Requirements

- ✓ Undertake the role in good faith and honesty, always acting in the best interest of the district.
- ✓ Attend Board meetings as required.
- ✓ Must hold a valid Working with Children Check
- ✓ Can communicate effectively with all stakeholders.
- ✓ Unbiased and impartial on all issues.
- ✓ Receptive to change.

Review of Position

- ✓ The Marketing and Promotions Officer & Board will conduct an annual review of this Position Description to ensure they remain consistent with the district's strategy, objectives, and responsibilities.