

## Marketing Coordinator Role Description

### Overview of the Role

This is a volunteer role fulfilled by any adult member. The marketing coordinator is elected at the Club's AGM as a "Member" for a period of one year.

The marketing coordinator is responsible for raising the profile of the venue and its activities to current members, parents, the local community and local media.

They should maintain and update the Club's website / social media content, design promotional materials, write and distribute news items as required.

### What the role involves

Responsibilities include:

- Keeping the website & social media platforms up to date with current content and information
- Raising the profile of the club in the local community
- Creating materials to obtaining coverage of events with local media
- Designing and arranging the production of marketing materials when required
- Considering how to improve the 'look' of the venue (e.g. logo, signage and website), ensuring it reflects the management committee's vision
- Putting in place regular communications with members (email, notices, online etc.) advising of the various club events & activities
- Implementing the LTA social media guidelines

### Training and support available

No specific training is required for the role. Online videos and tutorials are available for the LTA Clubspark website relating to the websites content management system. Support will be provided by the elected Officers and other Committee Members.

### Skills and experiences needed for the role

- Creative and enthusiastic, ideally with marketing knowledge
- Approachable and friendly
- Excellent communication skills – verbal and written
- Good IT skills and understanding of social media
- Experience managing a content-based website

### Commitments

- Attend the various committee meetings, which are typically held from 7-9pm on Thursday evenings every other month, plus the AGM in May.
- Up to one hour every two weeks to maintain the Club's channels and develop material as required.
- Other commitments include volunteering to help with tasks and at events on a case-by-case basis.

### Further Information

- The role does not require a DBS check.