

# **Fremantle Surf Life Saving Club**

## **Position Description**

### **Manager of Marketing**



#### **Purpose:**

- To manage and monitor the Club's Marketing activities to ensure that the Club's legal, regulatory and financial obligations are met
- To act as a focal point at operations level for Marketing

#### **Reports to:**

- Director of Finance

#### **Qualifications:**

- Financial member of the Club, with voting rights
- Proficient holder of current SLSA award – Bronze Medallion preferred is desirable
- Current National Police Clearance or Working With Children Clearance

#### **Key Competences:**

- Good understanding of SLSA Surf Sports competition rules and requirements
- Effective communicator with good interpersonal skills
- Effective report writing skills
- Effective team leadership skills
- Ability to maintain confidentiality
- Ability to deal with others honestly, ethically and with integrity

Approved by: Cath Morgan - President

Date: 1/03/2019

Revision: 1

#### Accountabilities:

- Uphold the Constitution and Bylaws of the Club, and promote the Club's values through actions and words
- Preparation and monitoring of the Marketing's annual Budget (including Sponsorship, Street Appeal, Fremantle Ocean Classic and any other marketing event)
- Act as first point of contact for Marketing operational issues
- Manage our relationship with existing sponsors (directly or via Marketing committee members), and identify any new sponsorship opportunities.
- Monitor grants made available via various government or private agencies and determine whether the Club may be able to access these grants. Overlook grant application process where relevant.
- Continue to identify new and innovative ways of raising funds via marketing strategies and/or opportunities brought to the club from external parties (given that they are aligned with the clubs values).
- Monitor the progress of any sub committees formed under the marketing committee to run a specific project.
- Assist in the development of succession plans for key reporting positions and identify potential candidates
- Attend and manage regular (monthly preferred) Marketing Committee meetings and be accountable for the distribution of meeting minutes
- Attend scheduled Fremantle SLSC Management meetings
- Promote effective vertical communication between the Board and Marketing Committee
- Support to the Director of Finance when requested
- Annual reporting to the Club (including any financial reporting required by the Board, and preparation of sections of the Club's Annual Report, if required)

#### Key Performance Indicators:

- Attendance at least 75% of the scheduled Fremantle SLSC Management meetings
- Attendance at least 75% of the scheduled Surf Sports Committee meetings
- Ensure 100% of the Club's Surf Sports commitments are met