**MUDGEERABA REDBACKS JUNIOR RUGBY LEAGUE CLUB (MRJRL)**

**POSITION DESCRIPTION**

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| **SPONSORSHIP & MARKETING COORDINATOR** |
| **Overview of Position** |
| The Sponsorship & Marketing Coordinator is responsible for the marketing and promotion of the club to secure alternate funding through corporate sponsorship. |
| **Responsible To** |
| The Sponsorship & Marketing Coordinator is directly responsible to the President and management committee. |
| **Responsibilities and Duties** |
| The duties of the Sponsorship & Marketing Coordinator include:   * Develop a marketing plan (inclusive of sponsorship targets and packages) for the season/s ahead * Work with the Treasurer to confirm sponsorship targets for the season/s ahead * Oversee the implementation of the strategies in the marketing plan * Submit regular reports to the management committee * Coordinate sponsorship for all areas of the club * Ensure all existing sponsors are contacted three months prior to the season commencement * Seek out new sponsors to supplement existing sponsors * Work with other club coordinators as needed to ensure sponsor signage and logos are in place and all other aspects of sponsorship packages are ready prior to the commencement of the season * Arrange sponsors functions as needed * Ensure all sponsorship agreements are honoured * Maintain contact and maintain strong relationships with all corporate sponsors throughout the season * Liaise with social media and uniforms & merchandising coordinators to promote sponsors throughout the season and ensure sponsor logos are available on club webpage, social media posts, uniforms and merchandise as per agreements |
| **Knowledge and Skills Required** |
| Ideally the Sponsorship & Marketing Coordinator is someone who:   * Will represent the club in a positive manner when meeting current and prospective sponsors * Is a ‘people’ person and builds lasting professional relationships * Is a self starter with good organisational and communication skills * Has a sound understanding of the club’s code of conduct and promotes the club in a positive manner |
| **Time Commitment Required & Period of Appointment** |
| The estimated time commitment required as the Sponsorship & Marketing Coordinator is 10-15 hours per week. Hours will vary and may be more in the offseason when securing sponsorship for the season/s ahead.  The Sponsorship & Marketing Coordinator is appointed for a 1 year period. |