



Job Description

POSITION DETAILS

Title:	Vice President - Marketing
Year Revised	2016

PRIMARY PURPOSE

- To promote and market the club in a positive light at all times
- Raise awareness of the St Johns Brand externally
- To find opportunities to market the brand in a positive manner internally
- To provide support to the Executive Committee members to ensure the efficient operation of the Club

KEY RESULT AREAS

- Develop / implement a promotional plan for the club
- Market the club throughout local communities and Schools prior to season commencement
- Control all advertisements for the club
- Submit club and individual team results to association / league
- Prepare club newsletters and reports
- Assist in marketing (internally and externally) of all St Johns events
- Manage all Social Media
- Manage the End of Year "Where Eagles Dare"
- Assist with attracting and securing sponsorship
- Placing sponsorship in marketing material where relevant
- Main contact person for all media requirements
- Assist committee with marketing and new business ideas
- Initiate internal club promotions and initiatives eg. Mother's Day
- Undertake related tasks at the request of the Executive Committee

EQUIPMENT OPERATED, TECHNOLOGY USED And REQUIRED RESOURCES

- St Johns Logos
- All Social media details including log ins
- Access to membership databases
- Access to sponsorship databases
- Supplier details (Advertising, promo material etc)

Guide to St Johns Excellence

DEDICATION

An enthusiastic willingness to accept; even look forward to, the long hours of preparation necessary for excellence.



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DESIRE

Maintaining a constant ever burning fire to excel, both mentally and physically in the long hours required.

DISCIPLINE

Possessing the inner strength to commit oneself to the rules and regulations needed to achieve excellence.

PRIDE

The consciousness of what is befitting any person or body of persons with exhibition of quality in attitude, bearing and conduct.

TRADITION

The handing down of beliefs, rules and customs from one generation to the next. A method of procedure almost having the same force as the law.

AUTHORISATION

I hereby confirm that:

- I have read this job description
- I understand the role for which I am applying for
- I have read St John's Constitution

Name:

Signature:

Date: