



## **DIRECTOR OF MARKETING & COMMUNICATIONS**

### **Roles and Responsibilities**

- Establish and maintain brand standard for all marketing and promotion;
- Work with General Manager and Board of Directors to develop marketing strategy;
- Coordinate all media placements;
- Maintain and implement a social media plan;
- Manage media relations and requests, including recruiting players and coaches for interviews;
- Develop and maintain media contact list;
- Explore options for graphic designer and printing partnerships

### **Key Relationships**

- Reports to the President of the Board of Directors
- Work alongside other Board of Director members and General Manager
- Maintain strong relationships with media contacts & marketing partners