



Job Description: Marketing Director

Over view

- Oversees all aspects of N.A. marketing

Duties

- Attends executive meetings providing a verbal and written report on the activity of this portfolio for the AGM
- Assists with seeking out sponsors and opportunities to market Netball Alberta in the press, TV & radio and all media outlets
- Communicates regularly with the Netball Alberta webmaster to update the Schedule of Events, list of sponsors and other relevant information available online
- Approaches radio stations to advertise the Netball league and special events
- Keeps a record of all contacts, dates, letters and replies. Keeps samples of advertising
- Creates and distributes NA newsletter through registration software
- Produces a calendar of social media posts and the relevant post content
- Actively seeks partnership opportunities and liaises with complementary sports and in the Alberta community