



Marketing and Recruitment Coordinator

The Marketing and Recruitment Coordinator is responsible for overseeing the implementation of the _____ RUFC marketing plan and the _____ RUFC Recruitment Strategy

Responsible To

The Marketing and Recruitment Coordinator is directly responsible to the President and members of the club. For some duties the Marketing and Recruitment Coordinator may also be responsible to the Treasurer.

The Marketing and Recruitment Coordinator may chair the Marketing Committee (if one exists) and deputise for the Treasurer.

Responsibilities and Duties

The Marketing and Recruitment Coordinator should:

- Develop (as part of the club's strategic plan) in conjunction with the Marketing Committee the club Marketing and Recruitment Plan
- Work with the Treasurer to develop a budget for the plan
- Develop innovative strategies to recruit new players and members
- Look out for and identify key community sectors with potential playing numbers
- Oversee the implementation of the strategies in the plan
- Submit regular reports to the club committee
- File media releases to local press and radio
- Assist the Club Treasurer in the management of the clubs finances and particularly the prompt payment of membership fees and subscriptions.

Knowledge and Skills Required

Ideally a Marketing & Recruitment Coordinator is someone who:

- Can communicate effectively
- Is positive and enthusiastic
- Is well organised
- Is innovative, creative and can easily identify key potential sources of membership
- Has marketing expertise and experience in dealing with the local media.

Time Commitment Required

The estimated time commitment required as the Marketing and Recruitment Coordinator is _____ during the season and _____ in the off-season

The Marketing and Recruitment Coordinator is generally appointed annually by the Club Committee (unless stated otherwise in the Club's constitution).

SUCCESSION : The Marketing & Recruitment Coordinator should acquire skills to enable him/her to succeed to the position of Club Treasurer when required.