

# Job Description: Adult Marketing and Communications Advisor



## Board of Directors:

President: Marsy Chisholm  
Vice President: Robert Soileau  
Chief Financial Officer: Donna Chisholm  
Director: Mike Parisciani  
Director: Kevin Heard  
Director: Chad Johnson  
Secretary: Stephanie Evans

## Adult Advisors:

	<u>Voting Member</u>	<u>Non-Voting Member (backup)</u>
Captains Committee:		Stephanie Evans (Voting Member)
Finance Assistant:	Cassie Ferguson	Donna Chisholm (Voting Member)
Fundraising Committee:	Haileigh Ferguson	
Points Advisor:	Amanda Lassabe	
Public Relations/Social Media:	Katie Brown	
Rules and Safety Advisor:	Robert Soileau	Chad Johnson (Voting Member)
Sponsorship Committee:		
Tournament and Event Coordinator:		
Tournament Committee:	Nolan Michel	
Webmaster:		Stephanie Evans (Voting Member)
Weigh-In Master:	Braxton Chisholm	

## General Description:

The Adult Marketing and Communications Advisor implements, directs, monitors, and evaluates marketing communication strategies, including advertising, promotional campaigns, and public relations to support the club's communication strategies to maximize the positive exposure in local markets. The advisor will oversee the Marketing and Social Media angler, PR and Social Media angler, and Webmaster angler committee spokesperson, as well as work with all other committees and adult advisors to ensure all marketing needs are met.

## Volunteer Responsibilities:

- Attend Club meetings.
- Develop a yearly budget for marketing.
- Plan and execute a marketing and social media strategy.
- Guide the day-to-day marketing activities of the public relations, social media, and webmaster anglers and adult advisors.
- Manages website updates, press releases, social media accounts and contact database for press/media personnel.
- Coordinates club photographer and collection of club pictures for media use of all tournaments and events anglers participate in.

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### Timeline:

- July
  - Create marketing and social media strategy to present to board of directors for approval.
  - Begin updating website and social media platforms of upcoming season and registration details.
  - Ensure all forms and downloads are updated on website
- August
  - Heavily promote upcoming season and registration details via website, social media, and printed material.
  - Manage database of registrations from website and send reports to board of directors.
- September
  - Create a timeline for posting a blog/spotlight for each sponsor for the current season.
  - Create a timeline for posting event and tournament updates and send to all adult advisors with deadlines for pictures, points, and blog information.
  - Begin promoting breast cancer car wash details
- October
  - Heavily promote breast cancer car wash details.
  - Begin promoting November events (e.g. Great Outdoors)
  - Coordinate publication of October tournament on website, social media, and printed material. Ensuring sponsors receive acknowledgement and proper social media tagging.
- November
  - Begin promoting December events (e.g. Christmas Parade, BLC)
  - Coordinate publication of November tournament on website, social media, and printed material. Ensuring sponsors receive acknowledgement and proper social media tagging.
- December
  - Heavily promote our Bobby Lane Cup (BLC) participants.
  - Begin promoting January events (e.g. Back the Blue, State Championship Open)
  - Coordinate publication of December tournament on website, social media, and printed material. Ensuring sponsors receive acknowledgement and proper social media tagging.
- January
  - Heavily promote our Back the Blue event.
  - Begin promoting February events
  - Send save the date promotions for Annual Fundraising Event
  - Create a timeline for when to promote fundraising tournament sponsors and graduating seniors.
  - Coordinate publication of January tournament on website, social media, and printed material. Ensuring sponsors receive acknowledgement and proper social media tagging.
- February
  - Begin promoting March events (e.g. Clay 4 kids)

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- Continue to lightly promote Annual Fundraising Event, sponsors, and seniors
- Coordinate website update to include Annual Fundraising Event details and registration
- Coordinate publication of February tournament on website, social media, and printed material. Ensuring sponsors receive acknowledgement and proper social media tagging.
- March
  - Moderately promote Annual Fundraising Event and registration
  - Begin promoting April events (e.g. Cattleman's, Hooked on Fishing at Lake X)
  - Coordinate publication of March tournament on website, social media, and printed material. Ensuring sponsors receive acknowledgement and proper social media tagging.
- April
  - Heavily promote Annual Fundraising Event and registration
  - Coordinate publication of April tournament on website, social media, and printed material. Ensuring sponsors receive acknowledgement and proper social media tagging.
- May
  - Heavily promote Annual Fundraising Event and registration
  - Begin promoting June events (e.g. Help Our Hero's)
  - Coordinate publication of May tournament on website, social media, and printed material. Ensuring sponsors receive acknowledgement and proper social media tagging.
- June
  - Coordinate publication of June tournament on website, social media, and printed material. Ensuring sponsors receive acknowledgement and proper social media tagging.
  - Create end of year kudos highlighting our sponsors, anglers, and volunteers, after annual banquet.

### Experiences:

- Marketing and public relations experience
- Strong project management and people management
- Knowledge of Wix program