**GLACC – POSITION DESCRIPTION**

**marketing manager**

**RESPONSIBILITY 1: general**

1. Provide a written report to the monthly GLACC Committee Meeting of GLACC Directors summarising:
   1. Summarise the actions of the Marketing Manager in the preceding month.
   2. Income earned through Facility Hire in the preceding month.
   3. Facility Hire events in the upcoming month.
   4. Report on the efficacy of the Facility Hire Policy and suggest amendments to be considered by the GLACC Committee (including hire charges).
2. Establish, manage and update an ‘event calendar’ hosted on the GLACC website that reflects club bookings. This shall include all regular usages by the Airport and Lacrosse Clubs.

**responsibility 2: marketing set-up**

**NON-REPEATING HOURS: UP TO 20 (ONCE-OFF TIME ALLOCATION AT THE COMMENCMENT OF THE ROLE)**

1. Establish a proposal to facilitate improved communication with prospective Hirers (to be ratified by the GLACC Committee prior to implementation). This proposal should incorporate:
   1. GLACC domain and web site including:
      1. Facility description and promotional images.
      2. Facility Hire Policy.
      3. Facility Calendar.
      4. Email address dedicated to facility hire enquiries to be monitored by the Marketing Manager.

**Responsibility 3: Marketing and facility hire**

**AVERAGE hours per Week: 2.5 Hours**

1. Establish a marketing strategy to increase the regularity of club hires, especially through the summer where the facility is underutilised.
2. Manage the GLACC web site, including ensuring that the bookings calendar is up to date.
3. Respond to enquiries for Facility Hire in a timely and professional manner. This is a marketing role and it is expected that the Marketing Manager shall at all times act in a manner that presents the GLACC and the Facility in a positive light.
4. Liaise with the Facility Manager to ensure that the specific requirements for club bookings are in place and that sufficient notice is provided to book bar staff.
5. Track costs associated with bookings against income and suggest amendments to be considered by the GLACC Committee (including hire charges) in order to ensure that all functions are profitable to the club and cover cost of cleaning, staffing etc.

***Relationships***

1. Reports to GLACC
2. Maintain an effective working relationships with the ‘Facility Manager’.

***Accountability***

1. The Facility Manager is accountable to the GLACC Committee.

**REMUNERATION**

1. Remuneration will be way of an hourly rate of $25.00. Remuneration is capped at $3,250.00 per annum.
2. Remuneration is based on an allowance of 2.5 hours per week; however this is an average and it is anticipated that time commitment will vary throughout the year.