



Responsibilities	
<b>Responsibilities</b>	Uphold the values of Mermaid Beach Physical Culture Club and adhere to the Code of Conduct
	Assist the Committee in the operations of the club, specifically Marketing requirements.

POSITION STATEMENT: MARKETING COORDINATOR – OPERATIONS COMMITTEE		
<b>Title:</b>	<b>Marketing Coordinator</b>	<b>Purpose of the Role:</b> Coordinate club marketing and promotions, website & social media platforms.
<b>Working Group Membership:</b>	Operations Committee	
<b>Financial Delegation:</b>	All purchases require approval by at least 2 members of the Committee prior to purchase. Purchases over \$100 to be purchased using a club debit card or via eft bank transfer.	

Responsibilities	
<b>Responsibilities</b>	Update and monitor website content
	Create Content, Manage Posts ( facebook, insta, tik tok), Monitor Comments. Answer or direct messages to relevant people and theme posts according to calendar events
	Liaise with committee on communications and campaigns
	Create and manage promotional ads and spend
	Monitor google listing and web SEO
	Research competition & understand where MBPC sits in the market
	Create campaigns based on that research
	Engage teachers and members to assist with content
	Delegate tasks as required
	Book professionals as required and in consultation with committee
	Create print material as required ie flyers, banners and programs
	Liaise with external suppliers
	Assist committee with brand and logo requirements
	Ensure correct use of brand assets
	Identify strengths, weaknesses, opportunities & threats to club membership
Plan, cost and manage recruitment campaign budget with Treasurer	