

Toronto Triathlon Club Board Description of Role of Marketing Director

In addition to participating on and supporting the TTC Board, the role of the Marketing Director is to:

- manage and facilitate external marketing activities, and
- ensure brand consistency across all media and support internal communication requirements.

Term: Two years

The role is elected at the Annual General Meeting

Primary Duties

- Create and maintain Marketing related communications
 - o Provide content to Communication Director, Executive Director or other for internal communications (eblast, social, etc).
- Assist Board members with non-marketing communications to ensure consistency in messaging
- Assist the Communication Director in content updates and internal communications
- Confirm with the board, the key races for year
 - o Ironman
 - o 70.3
 - o Olympic/Sprint
 - o TTF (contract in place until 2018??)
 - o TO Club Challenge
 - o other races, as agreed upon by the board
- Attend races/secure community members to attend races to assist with club's presence at key races (tent, donations from sponsors, swag, etc)
- Maintain list of marketing suppliers
- Manage the TTC Clothing (clothing order drives, inventory)
 - o Clothing management may be outsourced for the year to another Board Member but the Marketing Director is ultimately responsible
- Oversee the production of TTC marketing collateral (Brochure, Water Bottles, Membership Kits etc) based on Board approval.
 - o Source and manage designers and suppliers (ie Printers).
 - o Manage production and delivery

- o Work with Sponsorship Director to secure list of current years sponsors and logo's for brochure and clothing orders
- Manage TTC Time Capsule
 - o Responsible for managing the physical items
 - o responsible for updating the time capsule file and upload pictures into the google drive associated with the marketing director email account
- Manage TTC's relationship with TTF and overall presence at TTF
 - o Work with TTF to identify yearly requirements (content, volunteers, web presence, etc)
 - o Facilitate engaging TTC membership in fulfilling on requirements (volunteers, Expo presence etc)
 - o Manage TTC Club challenge, working with TTF
 - o Manage TTF presence at TTF - brochure in race kit, Expo (booth set-up, volunteers, clothing sales, etc), Finish Line Booth
 - o Support Social Director in Finish Line activities.
 - o Provide content to Communication Director for internal channels
 - o Update website content.
- responsible to manage all files relating the marketing director and marketing activities on the google drive associated with the Marketing Directors email account

Additional Expectations

- Attend Board meetings as per the Club Bylaws
- Contribute to any other board initiatives and communications in a timely manner, including responding to emails regarding Board business
- Support other Board Members in completing their tasks
- Participate in TTC social media discussions as appropriate
- Attend Club events & races to represent the Board
- Goal should be to attend 1-2 club events/races per month throughout the year

Time Commitment

The time commitment for the role of the Marketing Director fluctuates throughout the year.

- Off season (Nov - April) - approx 3 hours per month for Board activities and 1 - 2 hours per month for web. Off season is a good time to prepare for race season requirements
 - o Identify key races

- secure logos from sponsors and prepare proofs for brochures/buckslips/clothing
- plan for clothing order drives to ensure clothing is received prior to key events
- plan swag for key races and events (camps, swim meets, bike TT's, run meets)
- plan swag for end of year AGM (suggest items that can be bought in bulk and left overs can be used for following year swag bags)

- Race Season (May - Oct) - with all the TTC activities, time commitment increases to approx 8 - 10 hours per month (approx 1 -2 hours per week + board meeting).
 - attendance at races, camps, events
 - updating social media (as agreed upon at beginning of year)
 - managing clothing order drives

- TTF Community Sponsorship and Club Challenge:
 - During the time period of May/June - Race Day the TTF relationship requires approx 1-2 hours a week of additional time - content, calls, emails, coordination, volunteers, etc.
 - TTF - during the period of the Festival the Marketing Director needs to attend to and/or facilitate a number of activities:
 - Load In - Manage delivery of TTC marketing collateral for inclusion in Race Kits
 - Expo - Set-up of TTC booth, Volunteers for Booth, Booth requirements - computer, web access, clothing, etc, Tear Down of Booth and set-up at Finish Line
 - Race Day - Set-up and TTC Booth and support Social Director in Finish Line Activities.

Note: Many of these activities can be delegated to other board members and community members to help out. Refer to TTF working documents in the Marketing Google Drive to update annually and re-use.