

**ARMDALE YACHT CLUB**  
**COMMUNICATIONS & MARKETING OFFICER POSITION DESCRIPTION**

**Responsible to:**

- The Rear-Commodore

**Duties and Responsibilities:**

- This Committee shall consist of the Communications & Marketing Officer and not less than two other Members approved by the COM.
- Administer communications and marketing plans for promoting general awareness of AYC within the local community.
- Continually monitor communications and marketing operations, and make recommendations to the Committee of Management (COM) regarding plans and progress.
- Ensure that AYC has the ability to keep its members (and public, as applicable) aware/ current of AYC's business, events, etc.
- Introduce posting event notices on social media platforms.
- Administer AYC's major communication vehicles by producing and ensuring fast, reliable and relatively inexpensive distribution of: the weekly e-News (member's only publication); ongoing development/maintenance of the AYC website; and any AYC social media platforms.
- Ensure information distributed meets the legal requirements for privacy protection.
- Provide communications advice, recommendations and/or promotional advice and assistance to the COM, AYC committees, organizers of AYC special events, as required.
- Prepare and distribute periodic surveys and/or polls; collate and present analysis and results of surveys/polls to COM for review and action; and communicate results (to members and others, as appropriate).
- Assist the designated spokesperson for AYC to ensure that the proper statement of the Club is represented.
- Ensure that accurate, up-to-date marketing tools (i.e. brochures, etc.) are developed and kept current, and are made available to AYC's markets (i.e. local community public, visiting yachts, local media outlets, potential sponsors, etc.) to increase general awareness and promote a positive image of AYC.
- Ensure we have a comprehensive marketing program that includes marketing, promotion, media relations, public relations and research.
- Recruit marketing committee members; plan and arrange regular meetings; prepare agendas and minutes.
- Oversee and guide marketing committee members (as Chair) in prioritizing short and long-term marketing goals.
- Develop, implement, monitor and evaluate effectiveness and usage results of an annual marketing plan/calendar in support of the Club's strategic plan; make adjustments and/or develop new materials, as required.
- Recruit special project help, as needed, to address the marketing of specific programs, projects or tasks.
- Monitor Communication & Marketing e-mails and address issues as they arise.
- Assist the Commodore and COM with the management of the club as outlined in the Bylaws.
- Uphold the Code of Conduct of members of the Club as set out in the Bylaws.
- Ensure the maintenance of a safe and respectful workplace involving staff and members alike.
- Possess a good working knowledge of the AYC Bylaws, regulations and policies.
- Actively be involved in and promote AYC events, races and cruises and encourage other social and senior members to participate.
- Attend all COM meetings, and any other meetings called at AYC as required to fulfill responsibilities of the position.
- Participate in the annual strategic planning process.
- Participate in the annual budgeting process including development of budget for area of responsibility
- Carry out such other duties as the COM may delegate from time to time.
- Provide incoming COM member with relevant transition information to assist with following year's activities.

**Approved by the Committee of Management on March 21, 2018**