



Job Description

Vice-President Marketing and Promotions

GENERAL:

Marketing is the process by which Judo Ontario determines what services may be of interest to existing and potential members. The marketing process is used to identify, to retain and to satisfy members. The Vice President of Marketing and Promotion creates avenues in which to promote the overall visibility of Judo Ontario and its events.

The position must address policies, procedures, committees and budgetary items related to their area of responsibility. The Vice President of Marketing and Promotion is allowed to act within these policies, procedures and approved projects without review by the board of directors but may not act without the board's approval when the approved process does not adequately cover the specifics of the new event.

The Vice President of Marketing and Promotion may present changes to policies, procedures, committee structure and budgetary re-assignment to address new conditions. Once approved, the new policy, procedure, committee structure, project or budgetary assignment are then the vice-president's to act upon without review.

The Vice President of Marketing and Promotion may also delegate some of these duties to the various committees for action within the approved structure. In all cases regular reports are required to the board that must include minutes of meetings, planned expenditures and status of their area of responsibility. The minimum frequency is quarterly to match the organization's fiscal year.

RESPONSIBILITY:

- Develop a detailed marketing strategy for Judo Ontario.
- Re-assess and modify the effectiveness of the marketing plan on a regular basis.
- Direct and assist with the programs of the Membership Promotions committee.
- Control the content of the Newsletter and Website.
- Directly supervise and assist with projects undertaken by the Fundraising Committee.
- Act as a consultant to the president and the executive in preparation for public statements.

DIRECT REPORTS:

Currently reported to by following committees or chairs:

- Membership and Promotion
- Website
- Newsletter
- Fundraising

REPORTS TO:

This position reports directly to the President and indirectly to the Board of Directors, as well as attends all board meetings as a voting member.

REQUIREMENTS:

- A solid passion for and sound knowledge of the sport of judo.
- Ability to communicate persuasively and enthusiastically on the subject of judo
- Strong computer and communication skills.
- Exceptional ability to establish effective personal relationships.
- Broad liberal arts background with related experience in occupations (public relations, advertising, marketing, promotions etc.)
- Must be a full member of Judo Ontario