***NOTE:  This Role Description has been provided as a guide only.  Please edit as necessary to reflect the requirements of your Club.  Please delete this message prior to circulating this document.***

**Marketing & Promotions Officer for Karting Club**

**Responsible to: The President**

**DESIRED SKILLS**

* Able to communicate effectively with a diverse group, including kart racers, club members, and the public.
* Exhibits positivity, enthusiasm, and a passion for karting and the club's vision.
* Demonstrates good organisational skills, with an understanding of karting events and schedules.
* Possesses marketing expertise, with prior experience engaging with local media, especially in sports or recreational activities.
* Skilled at analysing and interpreting data, especially related to event attendance and participation metrics.
* Displays creativity, with an aptitude for innovating new promotional methods tailored to the karting community.
* Capable of working independently and collaboratively, often liaising with other members and committees.

**KEY ROLES & RESPONSIBILITIES**

* Collaborate with the Marketing and Promotions Committee to craft and refine the Karting Club's marketing plan, ensuring alignment with the Vision, Purpose, Values, and Priorities of Karting Australia, the State Karting Association, and the Club.
* Coordinate with the Treasurer to set a realistic budget for the marketing initiatives.
* Lead the execution of strategies outlined in the marketing plan, ensuring timely and effective implementation.
* Present regular updates and reports to the club committee about marketing activities, results, and recommendations.
* Continuously evaluate the club's promotional strengths and areas of improvement. Adapt to marketing opportunities and potential challenges specific to the karting world.
* Establish clear objectives for increasing club membership, participation and overall market presence.
* Design and implement strategies targeting specific audience segments interested in karting – be it racers, spectators, or enthusiasts.
* Explore and propose new karting events, or services that can enhance the club's offerings.
* Strategically determine pricing models for memberships, entry fees, Karting Activities etc.
* Decide on the best channels and methods for promoting club events and offerings.
* Develop advertising, PR, and sales promotion campaigns that resonate with the club's identity and karting culture.
* Regularly audit marketing efforts to gauge effectiveness, ensuring the club's sales and promotional activities align with its goals.

**(Name)**

**(Phone Number)**

**(Email Address)**