[CLUB NAME]

Job Description – Membership & Marketing Convenor

**Job Title:** Membership & Marketing Convenor

**Reports to:** Club President

**Responsible for:** Chair of the Membership & Marketing Committee

**Tenue / Term:** X Years

**Skills/Attributes:**

* Well organised
* Enthusiastic
* Passionate about the Club and its future
* Able to work well with people
* Creative and able to think innovatively
* Prepared to make a regular time commitment
* Willing to learn the structure and policies of Club Membership
* Able to work with Club data base/ liaise with staff who work with the database
* Familiar with IT/websites/social media
* Able to present reports and findings at Committee Meetings

**Qualifications/Training/Experience:**

* Training or experience in marketing, sales, customer service
* Having sat on Membership & Marketing Sub Committee for a minimum of \_\_ years

**The Marketing and Membership Convenor is responsible for the membership, marketing, media & profile of the club and in doing so provide good governance in this area - in this capacity they shall fulfil the following duties:**

**Club Governance**

* To understood the Club Constitution obligations and to form an effective Membership & Marketing Sub-Committee
* Effectively communicate all club membership policies, principles and values in a clear and professional manner, be it internally or externally.
* Develop and review appropriate policies and procedures for club membership and promotion of the club
* Working and communicating with the club secretary and appropriate committees
* Prepare monthly committee report(s)
* To attend committee meetings and report on sub-committee progress and findings, KPIs met and any other matters.
* Advise club committees in their management of the club membership
* To be present at the AGM and any EGM to offer support and information.
* Keeping up to date with all information from Bowls Scotland and other relevant organisations.

**Growing Club Membership**

* To review and understand club membership trends & demographic
* To determine optimum membership levels in each category
* Identify membership attrition rate
* Identify membership targets for each year
* Review membership categories and propose any alteration to existing memberships or new categories in alignment with current consumer behaviour
* To devise promotional campaigns and incentives for attracting new members who are existing bowlers
* To devise programmes for attracting new members who are non-bowlers
* Lead thee delivery of Club Member Recruitment Open Day(s) / Event(s)

**Retaining Club Membership**

* Understand the wants and satisfaction of the existing club membership by undertaking satisfaction surveys
* Ensure that members’ feedback (positive or constructive) is handled in a professional and timely manner
* To devise incentives for retention of existing members
* Lead on communication to existing membership through variety of means – newsletter, social media, website, noticeboard etc.
* Deliver new member retention initatives – i.e. new member welcome pack, new member events

**Marketing & Communications of Club**

* To lead on the establishment of a strong club brand and image
* To lead Membership & Marketing Sub-Committee in preparing an annual marketing budget
* Agree with Committee the marketing budget & devise a marketing plan in alignment
* Oversee the delivery and maintenance of various marketing platforms – i.e. website, social media, print media, newsletter
* Oversee/deliver media and PR of club activities

**Sponsorship & Revenue Generation**

* To consider all income streams available to the club and come up with new revenue generating ideas
* Review and offer sponsorship opportunities
* Lead the organising of Corporate Sponsor events

***TIME COMMITMENT FOR THIS ROLE: \_\_\_\_\_ approx. hours per month/week.***

***Requirements to attend meetings \_\_\_\_\_\_***

***Any duties within this role descriptor may be amended by the Captain after consultation with the post holder and Committee.***