



## Armstrong Cooper Youth Hockey Association Job Description

<b>Title:</b>	<b>Communications &amp; Marketing Director</b>
<b>Role:</b>	<b>Board Member</b>
<b>Election/Appointment:</b>	<b>Elected</b>
<b>Voting Status:</b>	<b>Voting</b>
<b>Budget:</b>	<b>Budget Responsibility</b>
<b>Term:</b>	<b>Three years, year three in cycle</b>
<b>Compensation:</b>	full hours

**Description/Role:** The Communications & Marketing Director is responsible for all internal communications to the membership that are not official Board communications. Official Board Communications are the responsibility of the Secretary. The Director is also responsible for all external communications outside the association including all recruitment communications and registration communications not covered by the Registrar.

The Web administrator and Recruitment Coordinator both report to this position and are managed by the Director. If a position is vacant the Director will fill the role until the position is filled.

### **Position mandatory requirements:**

- Must attend monthly ACYHA Board of Directors meetings on the second Monday of the month.
- Must attend the annual meeting of ACYHA Membership in April
- Responsible for all external communications
- Manage the Web Administrator and make sure all board requests for web changes/additions are communicated to the Web Administrator
- Work with the Recruitment Coordinator to schedule events at all elementary schools in the association's boundaries on the back to school night including; communicating with the schools, recruiting volunteers for dibs hours to staff the booths and the booth content
- Work with the Girls Travel Teams Director to manage any specific recruitment events for the girls program
- Update and produce all recruitment documents including flyers, posters, web content and other items as requested by the board

## **Armstrong Cooper Youth Hockey Association**

### **Job Description**

- Recruit and recommend for appointment Web Administrator and the Recruitment Coordinator, the position is appointed by the Board Chair and approved by the board
- The primary person responsible for all non-board communications out to the membership including - emails, printed communications and web postings
- Report out monthly to the board on all reports and subsequent follow up
- Training your successor at the May meeting at the end of your term

#### **Desired Skills:**

- Strong communication skills
- Strong organization skills
- Strong marketing background a plus
- Creative skills a plus
- Ability to work with individuals throughout the organization
- Computer skills; e-mail access
- Positive, helpful attitude
- Ability to attend the monthly meetings and do work between meetings

#### **Reporting:**

- This role reports to the Board Chairman