

Spencer Soccer Club, Inc.

Job Title: Director of Advertisement	Job Grade: Volunteer
Area: Marketing, Communications, and Fundraising	Reports to: Vice President of Marketing, Communications, and Fundraising
Revision Date: 6/6/11	Term: 1 year / Elected by BOD or Annual Membership

Position Overview

The Director of Advertisement shall be responsible for the monitoring, implementation, coordination, and communication of all Spencer Soccer Club Advertising. The Director Advertisement is not required, but may attend, monthly Board of Director (BOD) meetings. If in attendance, the Director of Advertisement has an equal vote in favor or against motions brought before the BOD.

Essential Job Functions

- Be in accordance with the Spencer Soccer Club Constitution and By Law
- Develop and communicate advertisement strategy and structure with the Vice President of Marketing, Communications, and Fundraising
- Obtain, understand, and communicate methods of advertising available in the Spencer and East Brookfield area with the Vice President of Marketing, Communications, and Fundraising
- Develop and communicate advertisement design and language with the Vice President of Marketing, Communications, and Fundraising
- Understand submission and approval requirements for newspaper, and other advertising vehicles
- Seek out new methods of effective advertising
- Develop an annual budget of estimated expenses
- Develop a master Marketing, Communications and Fundraising binder to reference vendor contacts, sponsors, advertisements, and other related marketing materials for the Spencer Soccer Club.

Non-essential Job Functions

- Complete other special assignments, which, from time to time, may be given by the Vice President of Marketing, Communications, and Fundraising

Requirements

- Attend the Annual General Meeting
- Communicate a monthly summary of actions and upcoming items to the Vice President Marketing, Communications, and Fundraising
- Design and draft advertisement language
- Coordinate and submit approved advertisements to newspapers, and other advertising vehicles
- Coordinate with the Director of Mailings and Distribution for any mass mailing advertisements or school distribution
- Ensure timeliness and accuracy of all Spencer Soccer Club advertising
- Provide a request for budgeted funds to the Vice President of Marketing, Communication, and Fundraising
- Maintain and update the Marketing, Communications, and Fundraising master binder

Other Skills/Abilities

- Intermediate understanding of Microsoft Word and Excel
- Intermediate understanding of web-browser functionality
- Some public relations or writing experience
- Some graphic design experience or familiarity with graphic design software
- Excellent grammar and attention to detail
- Access to a computer and internet

NOTE: This job description is not intended to be all-inclusive. Volunteers may perform other related duties as negotiated to meet the ongoing needs of the organization.