

Job Description

Communications and Marketing Director

ROLE AND RESPONSIBILITIES

- Set communications objectives, strategies and budget for the year for approval by the board
- Manage the communication of all aspects of the club to members and the general public
- Manage the communications budget.
- Use all available resources to communicate TBN news and activities engaging volunteers as needed:
 - o Website: Manage home-page updates and the website registration
 - o Oversee mass and targeted emails to membership when required
 - o At public events: Toronto International Bicycle Show every March & Ride For Heart every June
 - o Be available to speak at TBN events: Spring Kick off, Toogood picnic, Annual General Meeting
 - o Through the media, either via listings, interviews, features, press releases (rare) or paid ads
 - o Manage social media presence on Facebook and Instagram
- Maintain Google Drive directory of Communications documents: logos, photos, event images, files, press releases
- Oversee **Chain of Events** Newsletter, created by Newsletter Editor, including recommending news items
- Manage printed materials and brand image:
 - o New brochures every 3-5 years
 - o Business cards for ride leaders to hand out
 - o Signage and banners as needed for events
 - o Letterhead (print and soft-copy)
- Organize retention and recruitment programs: prize draws for existing members, added-value incentives to join
- Obtain draw-prize merchandise for TBN events such as Cyclon, AGM, Spring Kickoff, via email agreements with Retail Partners (small gift items, gift cards)
- Visit Retail Partners such as bike shops, provide them with brochures, and maintain relationship with them via agreed-upon discounts for members in exchange for reproducing their logos on website, plus website news items
- Manage and promote the Retail Partners listing on the website, which details discounts for members
- Manage TBN jersey ordering process with supplier (currently Garneau), including confirming designs with supplier and approving supplier's online "store" before going live; publicize

Job Description

“store” to members via Chain of Events and website; agree on start and end dates for “store”; accept shipped jerseys from supplier and distribute same to members who ordered

- Attend monthly Board meetings.

PREFERRED SKILLS

- o Marketing, publicity, promotional or media experience, writing and communications skills
- o Highly organized with good follow through on tasks
- o Experience working with and supporting volunteers
- o Professionalism and confidence – able and willing to represent the club

Last Updated By:	Governance Committee	Date:	August 18, 2021
Reviewed By:	Board of Directors	Date:	2021-09-23
Approved By:	Board of Directors	Date:	2021-09-23