



Marketing Advisor Role Profile

Role:

The Marketing Advisor will promote the Scottish Karate Governing Body within Scotland.

- To construct, develop and implement a marketing strategy aimed at improving membership and increasing income.
- Evaluate and report on the effectiveness of activities and make recommendations for future activities that will impact positively on membership growth.
- To manage PR requirements.
- To develop and implement relevant marketing initiatives to help with promotion of the SKGB.
- To be responsible for ensuring that marketing messages are communicated to the Board of Directors at all times.
- To be responsible for the conception, design and production of marketing collateral aimed at improving participation, including (but not limited to) flyers, posters, banners and leaflets.

This role outline is intended to indicate a broad range of responsibilities and requirements of the position. It is neither exhaustive nor exclusive but some variation may be expected in particular duties. The outline is considered to provide a reasonable, general description of the role.

Time Commitment:

As required, but total time probably not less than equivalent of 20 days per annum.

Expenses/Remuneration:

The post is non-remunerated. Travel expenses only

Accountability:

The Scottish Karate Governing Body Board of Directors.

How to apply Applications to be posted or e-mailed to: info@skgb.com or

Executive Administrator,
Scottish Karate Governing Body Ltd,
2 Strathdee Road,
Netherlee,
East Renfrewshire
G44 3TJ.

For further information Tel: 0141 633 1116

Closing date for applications Thursday 24th September 2015