



Marketing Director Roles & Responsibilities

1. Management of Marketing Task Force (MTF)

- a. Recruit member volunteers who understand and commit to the responsibilities of the MTF
- b. Schedule and lead regular meetings with MTF, maintaining recorded and concise minutes of all meetings held
- c. Delegate responsibilities amongst the MTF with clear expectations, encouraging timely communication and follow-up
- d. Encourage ideas for use of fiscal year's budget and determine feasibility of such opportunities. Communicate with the Treasurer for current budget and future budget expectations.
- e. Liaise between Board of Directors and MTF on current tasks, opportunities, decisions or ideas brought forward by the MTF or goals achieved.

2. Management of Social Media Platforms

- a. Ensure succinct wording and usage of protected terms on Facebook and Twitter
- b. Contribute and share relevant postings and proven research with members and followers
- c. Maintain the ATABC brand, fairly promoting the membership while maintaining a neutral stance on opinions and views, ensuring appropriate use of branding and logos
- d. Update and maintain Facebook and Twitter accounts, postings 2-4 x / month at a minimum.

3. Point of contact with hired Marketing Firm

- a. Liaise between BOD, and Marketing Firm on website, and all forms of digital, print, video, photo and related advertising and promotional material
- b. Develop, along with the Marketing Firm and MTF, applicable campaigns and promotional content to enhance user experience
- c. Utilize membership for testimonials / content that can be shared with community that promotes Athletic Therapy
- d. Ensure SFU Digital Media Marketing Student Placement opportunity is initiated yearly in August

4. National Athletic Therapy Month

- a. Remind ATABC members of promotional materials, videos and content and awards provided by CATA & ATABC for NATM
- b. Ensure appropriate campaigns are in place leading up to NATM
- c. Delegate responsibility to member(s) of the MTF to track initiatives and assist in the application process for the ATABC and CATA NATM awards

5. General Administrative and BOD duties

- a. Understand and follow all Policies and Procedures of the ATABC as outlined by the ATABC Policy and Procedures Manual, specifically sections 3.2 through 3.61.
- b. Respond to communications between members, CATA, external inquiries and the BOD in a timely fashion via ATABC email, Redbooth, Social Media Platforms, etc
- c. Work within the allotted Marketing Budget for the current fiscal year
- d. Provide an annual report to the membership of the marketing accomplishments and future plans
- e. Attend AMM and provide accurate information to members regarding decisions made by the MTF (if necessary)