

Harford County Running Club

Marketing Director

Position Description

Job Purpose

Marketing Director is responsible for establishing **marketing** strategies to promote the Harford County Running Club. The **Marketing Director** works closely with the **board** to make sure that they are meeting the clubs goals and staying within budget.

Essential Functions

- Develop an annual marketing and communications plan and calendar.
- Curate and distribute newsletters.
- Attend to all correspondence of the organization
- Create a branding strategy for marketing materials including but not limited to: business cards, brochures, flyers, signage, logos, and apparel.
- Coordinate and ensure consistent branding across all forms of social media and webpages.
- Utilize local media outlets for press releases.
- Collaborate with committees to broadly advertise upcoming events.

Additional Responsibilities and Notes

- Manage the clubs social media- FB, Twitter, Instagram.
- Create monthly event emails
- Review run host request forms for accuracy and completeness and post all club runs on social media.
- Share relevant running related posts
- Market the club at planned events
- Work with membership director to identify target markets
- Attempt to turn post likes into invites and invites into followers (and hopefully followers into paid members).