



POSITION DESCRIPTION AND DUTIES

MARKETING AND OUTREACH COORDINATOR:

The powers and duties of the marketing and outreach coordinator shall be to:

- Establish marketing campaigns for promotion of the league, its mission, and the upcoming season
- Establish outreach campaigns in the community in support of the league and its mission
- Coordinate all association mailings and maintain an approved association mailing list, both physical and electronic addresses.
- Work with the executive board to create communication strategies for all matters
- Work with the executive board to create change management strategies for all matters
- Work with the secretary and any website administrator(s) to keep the site up to date
- Work with the President to oversee any official league positions on matters concerning non-members and the public at large

In the event that this position remains unfilled, the duties of this position shall be divided up by the Executive Board members and overseen by the Secretary.

This position is a member of the Executive Committee with full voting member rights.