



Document Name: Director of Marketing Terms of Reference  
Approval Authority: SRA Board of Directors  
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#### Functions and Duties

- Be fully informed on SRA matters and participate in discussions and decisions with respect to matters of policy, finance and programs.
- Lead the development and coordination of an SRA marketing strategy which includes social media presence, website, branding, and newsletters/other communications.
- Promote the image of SRA internally and externally.
- Organize and coordinate promotional and recruitment initiatives, including but not limited to Come Try Ringette.
- Liaise with Ringette Saskatchewan to coordinate relevant Ringette Saskatchewan promotions in Saskatoon.

#### Committee Responsibilities

- Marketing & Communications Committee (Chair)
- At least one other committee

#### Length of Term

- 2 years

#### Reporting Responsibility

- Attend all committee meetings and report to the Board of Directors.