Title: Marketing and Communications Director  
Role: Board Member  
Election/Appointment: Elected  
Voting Status: Voting  
Budget: Budget Responsibility  
Term: Three Years  
Compensation: Full Hours

Description/Role: The Marketing and Communications Director is responsible for all internal communications to the membership that are not official Board communications. Official Board Communications are the responsibility of the Secretary. The Director is also responsible for all external communications outside the association including all recruitment communications and registration communications not covered by the Registrar.

The Web Administrator, Graphic Designer and Recruitment Coordinator report to this position and are managed by the Director. If a position is vacant, the Director will fill the role until the position is filled.

Position mandatory requirements:

- Must attend monthly ACYHA Board of Directors meetings on the second Monday of the month.
- Must attend the annual meeting of ACYHA Membership in April.
- Recruit and recommend for appointment Web Administrator, Graphic Designer and the Recruitment Coordinator; position is appointed by the Board Chair and approved by the Board.
- Manage the Web Administrator and make sure all Board requests for web changes/additions are communicated to the Web Administrator.
- Work with the Recruitment Coordinator to have a booth or representation (a minimum of brochures, ideally an ACYHA representative with materials) at events deemed appropriate at elementary schools within the Association's boundaries (i.e. back to school night, etc.). Recruitment coordinator communicates with the schools, recruits volunteers for dibs hours to staff the booths, and coordinate the booth's content.
- Serves as the primary person responsible for all non-board communications going out to membership including emails, printed communications and web postings.
Armstrong Cooper Youth Hockey Association
Job Description

- Responsible for all external communications
- Update and produce all recruitment documents including flyers, posters, web content and other items as requested by the Board
- Manage social media, which includes Facebook, Twitter and Instagram. Director may seek support as needed, but posts shall be done in partnership with Director.
- Manage Trophy Case, which includes placing new current-season trophies in case in timely matter. Director shall bring discussion to Board if assistance is needed.
- Work with the Girls Travel Teams Director to manage any specific recruitment events for the girls program
- Report out monthly to the board on all reports and subsequent follow up
- Train successor at the May meeting at the end of your term

Desired Skills:
- Strong communication skills
- Strong organization skills
- Strong marketing background a plus
- Social media experience a plus
- Creative skills a plus
- Ability to work with individuals throughout the organization
- Computer skills; e-mail access
- Positive, helpful attitude
- Ability to attend the monthly meetings and do work between meetings

Reporting:
- This role reports to the Board Chairman