DIVISION: Marketing DEPARTMENT: RDO’s

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| TITLE OF POSITION Development Officer (Regional Marketing Officer) |
| BUSINESS UNIT Local Organising Committee (LOC) |
| REPORTS TO LOC CEO, Marketing Director, Regional General Manager |
| DATE CREATED |

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| PURPOSE |
| To be the official marketing face of the event in each region by actively promoting the event throughout each region, focusing on group ticket sales. |
| KEY RESPONSIBILITIES |
| Schools   * To work with each Regional General Manager, Marketing and Events Coordinator and the Groups Sales and Ticketing Manager to directly liaise with every primary and secondary school in the host cities to sell the group package deals to schools as part of the Marketing Plan. * To actively work with high schools on adoption of team initiatives and official welcoming ceremonies between the high schools and individual teams. * To actively work with primary schools on adoption of teams and supplying educational resource kits to the schools. * To liaise directly with school principals and school sports coordinators to ensure maximum attendance and support from a minimum of 80% of schools in the venue catchment area. * To work with the Sponsorship Manager on the delivery of the Youth programme.   Clubs   * To work with the Regional General Manager, Marketing and Events Coordinator and the Groups Sales and Ticketing Manager to sell the group package deals to Clubs as outlined in the Marketing Plan.   Ethnic and Cultural Groups   * To actively visit and liaise with all regional based cultural and ethnic groups in promoting the event in their region. * To work with the Regional General Manager, Marketing and Events Coordinator and the Groups Sales and Ticketing Manager to sell the group package deals as outlined in the Marketing Plan.   Event Marketing   * To run the Youth Programme initiative at the event games. |
| CORE CAPABILITIES |
| The core capabilities, linked to our company values, are applicable for each role at LOC. All LOC staff are to display the following qualities :-  Credible, Competitive, Ambitious, Passionate, Committed, Inclusive and Community Orientated |

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| Delegations of Authority |  |
| Capital Expenditure | $ |
| Operational Expenditure | $ |
| Authorisation to Hire |  |
| Authorised to sign Contracts | $ |

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| Contract Details |  |
| Contract Term |  |
| Contract Payment |  |

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| Responsible For: |  |
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