

## Dressage NZ

### Board Position for Marketing & Communication (Under Review)

This is a challenging role supported by the of the Sport and Event Manager and will offer you an opportunity to be involved in the planning of all the sports key national events and working towards favourable sponsorship outcomes for such.

The Marketing Manager is an appointed board member with responsibility for the overall governance of the sport of dressage and also with some “hands on” action for the marketing and communication portfolio on the board.

The appointee heads the team responsible for policy proposals/planning/admin in regard to sport promotion, sponsorships, assist national events in terms of sponsorship & promotion, media, member information, volunteer promotion.

Expected to attend approximately five one day board meetings, annual planning meeting and conference during the three-year term

As a volunteer all travel, accommodation & meal costs will be covered by Dressage NZ

<b>MARKETING AND COMMUNICATIONS</b>		
<b>Outcomes</b>	<b>Sub-Committee Members</b>	
<ul style="list-style-type: none"> <li>• Short, Medium and Long-term plan to promote Dressage broad range of participation by Corporates (advertising, Nat Event sponsors, Sponsor support) and Members (to potential and current members)</li> <li>• National Event Organisation and Promotions</li> <li>• Media (TV, Radio, Press (Daily, weekly, monthly, publications), Internet</li> <li>• Member Information (Bulletin, regular newsletters to Area PROs</li> <li>• Volunteer Promotion (recognise and encourage input, including technical support roles and non-riding members</li> <li>• Responsible for ensuring qualified volunteer or media officer, is employed</li> <li>• Attend all board and committee meetings of Dressage NZ</li> </ul>	<p><u>Chairman:</u></p> <p>Marketing and Communications Co-ordinator (on Board)</p> <p><u>Members:</u></p> <p>Corporate/Sponsor representative</p> <p><u>Ex-officio:</u></p> <p>National Event Manager(s)</p> <p>Sport Manager</p>	<p>Nominations invited</p> <p>Elected at AGM</p> <p>Appointed by Marketing and Communications Co-ordinator</p> <p>Ex-officio</p> <p>Ex-officio</p>