

Marketing & Advertising Officer

Responsibilities

1. Marketing & advertising planning & execution
2. FIR Web-site concept & planning
3. FIR Social Media concept & planning
4. FIR Racketlon promotional material production and publication
5. FIR Logo
6. FIR Branding
7. Corporate Identity / Corporate Design (CI/CD)
8. Country & Player liaison

Tasks

1. Define Marketing & Advertising Strategy and document in a Marketing Plan
2. Define and document concept for web-site design, layout & content management and social media communications
3. - Execution of web-site and social media content management
- Manage web-site and social media content management, if performed by FIR General Secretary
4. Produce status report to FIR President on demand and to FIR Council at periodic meetings
5. Market & distribute video productions produced by Media Officer
6. Produce yearly Racketlon magazine
7. Create presentation consistency
8. Interact with the player community (discussions, surveys, analyses etc) to research public opinion, trends, etc. & to encourage growth in number of players and participants at tournaments

Requirements

1. Good understanding of standard marketing / advertising / PR concepts
2. Good communicator, to both top level (e.g. sponsoring executives) and low level (e.g. Racketlon players)
3. Experienced in long-term, strategic thinking
4. Able to delegate, give clear instructions, and check regularly on status of website content management and social media work (e.g. by FIR General Secretary)
5. Able to work within a tight budget

Conditions

1. FIR Council position
2. Estimated effort: 3-4 part-days per month
3. Location: anywhere
4. Rewards: TBD