

RIVERSIDE TENNIS CLUB COMMITTEE DUTY CARD	
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MARKETING AND COMMUNICATIONS OFFICER

ROLE

- The Marketing and Communications Officer is responsible for marketing and promoting the Riverside Tennis Club through a range of media to increase and retain club membership; and
- Ensuring an efficient and effective flow of relevant communication to Club Members and the broader community.

DUTIES

- Manage and maintain the currency and accuracy of the Riverside Tennis Club website;
- Develop a range of marketing and communication mechanisms to promote and raise the profile of the Riverside Tennis Club in the community e.g. email blasts, social media, school newsletters, supermarket display boards;
- Promote clubs events, sponsorship opportunities and upcoming social functions;
- Produce the quarterly Riverside Tennis Club Newsletter (4 editions per annum).