



## **CROSS COUNTRY AND ROAD RUNNING MARKETING AND PROMOTION MANAGER**

The Marketing and Promotion Manager is responsible for the implementation of the Athletics Auckland Cross Country and Road Running marketing plan.

### *Responsible To*

The Marketing and Promotion Manager is directly responsible to the Cross Country Convenor or appointed person.

### *Responsibilities and Duties*

- Develop the Cross Country and Road Running marketing plan
- Liaise with the Athletics Auckland Marketing & Sponsorship Manager or appointed person
- Develop a budget for the marketing plan
- Oversee the implementation of the strategies in the marketing plan
- Promote Cross Country and Road Running to the wider community
- Utilise websites and social media for advertising and promotion
- Liaise with the Sponsorship Co-ordinator and the E-newsletter Editor
- Submit regular reports to the Auckland Center Committee

### *Knowledge and Skills Required*

- Can communicate effectively
- Is positive and enthusiastic
- Is well organised
- Marketing expertise and experience in dealing with the local media would be an advantage

If you are interested in assisting with this volunteer opportunity, please contact:

Dianne Craddock - Cross Country Convenor  
E-mail: [dipa@craddock.co](mailto:dipa@craddock.co)