



LONDON VOLLEYBALL ASSOCIATION

MARKETING OFFICER

ROLE & DESCRIPTION

Lead on marketing and promotion of the Association and its activities

MAIN DUTIES

- Develop and maintain an annual marketing plan for the LVA
- Source sponsorship for LVA leagues and projects
- Advise clubs on developing a marketing strategy
- Ensure that succession and forward planning are integral and ongoing in the LVA Marketing approach.

SKILLS/QUALITIES REQUIRED

- Knowledge of marketing and promotion
- Ideally experience of using social media

COMMITMENT

- Attend Executive Committee meetings and General meetings
- Occasional tasks / projects

Revision History

23 Apr 20: Version 0.1