

Marketing and Public Relations Chairperson Position Description

PURPOSE:

To widely promote and publicize leagues, programs, tournaments, events and news of members/teams to the CORTA membership, corporate partners/sponsors, civic leaders, and the community at large, as well as USTA Georgia, USTA Southern and regional CTAs.

TERM:

Two year term, renewable by mutual decision of the member and the Nominating Committee, subject to Board approval.

QUALIFICATIONS:

- Community oriented
- Self-motivated
- Strong leadership skills and interpersonal skills
- Strong organizational skills
- Strong oral and written communication skills
- General understanding of the goals and ideals of CORTA, GTA, STA, and USTA

DUTIES:

- Attend all CORTA Board and Committee meetings (must attend at least 4 of 6 board meetings)
- Chairs the Public Relations Committee. The committee shall include no fewer than three members, including the chairperson. Suggested committee format: Chair (board position), Co-chair and one committee member.
 - Staff liaison to serve ex-officio and shall record the minutes of the meeting.
- Determine frequency of committee meetings and schedule according to need
- Act as liaison between Public Relations committee and the Board of Directors
- Provide information for inclusion in Meeting Packets.
- Report on Committee activity at meetings
- Submit articles for publication in CORTA newsletter, when appropriate
- Perform other responsibilities as assigned by the Board.
- Conduct annual review of position description; suggest appropriate changes to Governance Chair
- Serve as mentor/resource to elected successor.

RESPONSIBILITIES:

- Participate in committee meetings and committee work to help achieve goals by providing thoughtful input into decisions, voicing objective opinions on issues, focusing on the best interests of the association, and work towards fulfilling committee goals
- Be a contact person for, and a representative of CORTA, for members.
- Publicize the CORTA mission, objectives, outreach programs, leagues, tournaments, results, events, members/teams using all forms of outlets. Outlets include, but are not limited to:
- **Local Media:** evaluate and choose agencies for promotion (e.g. print, television, radio, etc.)
- **Target Markets:** evaluate and choose target markets (e.g. banks, realtors, civic organizations)
- **Promotional Events:** evaluate and choose promotional events to sponsor/attend – Chamber, Corporate Lunch & Learn, Employee Fairs, Riverfest, etc. Work with volunteer committee to staff.
- **Website:** evaluate and review corta.org for suggested improvements and updates; market the site effectively; link site to appropriate external sites (ex. columbusga.org; community calendar; GTA)
- **Social Media:** evaluate and choose appropriate social media channels (Facebook, Instagram, etc.)
- **E-Blast:** evaluate and review e-bulletins and e-newsletters for appropriate distribution and for largest reach. Recommend topics for the newsletter; prepare/edit articles and pictures.
- Work with the President, Executive Director, Public Relations Coordinator and Marketing Coordinator to serve as a spokesperson to the media and general public at large, upon request.

"To promote and develop the growth of tennis"

- Work together with other volunteers and staff in the spirit of cooperation and teamwork.

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