



OAKVILLE GIRLS SOFTBALL ASSOCIATION ROLES AND RESPONSIBILITIES PUBLICITY & PROMOTIONS CONVENOR

Reports to: Director of Marketing

Position Overview:

Under the direction of the Director of Marketing, the Publicity & Promotions Convenor will manage the periodical advertisements for OGSA related league and program registrations and promotions, negotiating with vendors and designing the necessary collateral assets for media publication.

Key Responsibilities:

- Develop strategic plan to promote and publicize OGSA via all relevant adverts and media outlets
- Create adverts using OGSA copy and images, procure artwork/designs where necessary
- Competently navigate agency deadlines and placement dates and validate invoices

Qualifications & Skills:

- Preferred experience in business, marketing, communications, public relations or related field
- Must be organized with meticulous attention to detail to meet ad specifications & deadlines
- Exemplary oral, written and interpersonal communication skills

Time Requirement:

- This is a periodic volunteer position that peaks only for specified calendar deadlines
- Min/Max peak hours is 1/3 a week and will require direct vendor contact
- Requires access to a computer, internet and accessibility through email, social media, phone

Training Availability:

- Access to Softball Ontario Certified Softball Administrator workshops
- Marketing & Promoting Your Association
- Association Management: Learning About Your Community
- Financial Management

⊖ *The Publicity & Promotions Convenor is strictly an OGSA supporting role under the Director of Marketing and is not considered an OGSA Board position. This role is exempt from Board meeting requirements and carries no voting conditions or privileges.*