



## Job description

<b>Position:</b>	Marketing Communications coordinator
<b>Main purpose:</b>	To uphold and assist in achieving the aims and objectives of the Federation as enshrined in the constitution. To have a broad knowledge of marketing communications, PR and/or media relations and the ability to develop and drive forward a communications strategy. To act in an impartial manner when undertaking duties of the Federation.
<b>Role:</b>	Reporting to and liaising with the Executive Committee
<b>Responsible to:</b>	The Executive Committee
<b>Contractual arrangement:</b>	A voluntary position which is not remunerated.
<b>Tenure:</b>	One year from date of appointment, at the AGM.

### Principal Responsibilities and Duties:

To advise the European Lacrosse Federation Executive Committee on developing and delivering a communications strategy that covers the press, sponsors, and stakeholders.

To be proactive in the development and initiation of a marketing communications strategy.

To liaise with and assist other members of the Executive Committee in an effort to progress the communications programme through any lead or contact they may have.

To act as a resource for member countries seeking assistance with their own communications programme.

To ensure timely and relevant information is prepared for dissemination via ELF communication channels so that potential sponsors are appropriately informed of the aims and objectives of the Federation and ongoing developments.

To liaise with the Treasurer to ensure that any financial arrangements proposed meet the financial policies and procedures of the Federation..

To provide regular reports to the Executive Committee and be available for ELF meetings on line or otherwise arranged as and when required.

To report at the AGM