



Honorary Secretary: David Cleland, 13 Montrose Court, Greenvale VIC 3059
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Position Description VSA Marketing and Promotions Officer

Overall

The Marketing and Promotions Officer is responsible for developing and implementing VSA marketing and promoting plan. The main activities of the plan is to promote gliding, engage in activities that add value to the gliding community and proactively represent the interests of all VSA member glider pilots to the State Government and at the Gliding Federation of Australia. The VSA represents the interests of clubs and does not have any individual members. The committee of the VSA is drawn from the members of the clubs it represents.

Responsibilities and Duties

1. Develop the marketing and promotion plan
2. Work with the Treasurer to develop a budget for the marketing plan
3. Oversee the implementation of the strategies in the marketing plan
4. Submit regular reports to the committee
5. Identify and analyse the club's strengths and weaknesses, and respond to opportunities and threats in the marketing environment
6. Set goals for individual pilot member growth
7. Maintain and refresh from time to time the VSA website
8. Release regular news letters to VSA individual members
9. Develop and implement appropriate strategies by selecting, segmenting and targeting markets, and promoting products and services to those markets
10. Conduct regular surveys of club members and individual pilot members
11. Maintain relationships with selected Clubs via the VSA buddy system

Skills Required

1. Can communicate effectively
2. Is positive and enthusiastic
3. Good organisational skills
4. Has marketing expertise and experience Able to analyse and interpret information
5. Creative
6. Able to work independently or as part of a team

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