

Marketing and Communications Director

Description

The Marketing and Communications Director is an elected voting officer on the Board of Directors (BOD) and is part of its Executive Committee. The Marketing and Communications Director shall oversee club communications and marketing efforts including email communications to our membership and development of marketing communication products – both print and web-based. Performs other duties as requested by the BOD.

Overview of Duties

- Prepares and executes marketing direction for our club
- Prepares web content for our website and various Facebook pages
- Coordinates activities of the Dance Director, regarding registration, website administration, invitations, etc.
- Prepares print-based promotional content for our club and coordinates its production and disbursement
- Prepares and sends E-blasts to our club membership on behalf of other board members and directors
- Conducts and reports “data mining” results on club operations
- Develops and distributes and analyzes SCSDC surveys to gather member feedback
- Reviews Board and General meeting minutes and provides feedback
- Reviews monthly LINK articles, Tuesday/Newsday articles, and provides feedback
- Actively seeks out methods to improve our club marketing image, branding, and communications efforts
- Attends and contributes to scheduled Board meetings
- Attends Board-sponsored functions (General Membership meetings, club functions, etc.)
- Assists with General Membership meeting agenda/slide shows
- Coordinates video products and photographs for club usage, including editing and use of AI for backgrounds

Transition responsibilities for outgoing Board Members

The outgoing Marketing and Communications Director shall meet with the incoming Director to review the job description and ensure a smooth transition.

UPDATED: AUGUST 2026