



DIRECTOR MARKETING & SPONSORSHIP

DUTY STATEMENT

Purpose

Lead the promotion of Port Stephens Yacht Club by strengthening its public profile, attracting new members, developing sponsorship opportunities and ensuring consistent communication with members and the wider community.

Primary Responsibilities

- Develop and implement the Club's marketing and communications strategy.
- Maintain and strengthen the Club's brand and public image across all communication channels.
- Manage media relationships and promote positive stories highlighting Club achievements, events and participation.
- Coordinate digital communications including the website, social media, newsletters and member communications.
- Produce promotional material supporting sailing, membership, training programs, events and community engagement.
- Develop and maintain relationships with sponsors and strategic partners.
- Identify new sponsorship opportunities that support the Club's strategic objectives and financial sustainability.
- Coordinate sponsorship agreements and ensure sponsor benefits are delivered.
- Promote the PSYC Sailing Academy, PSYC Wine Club and other strategic initiatives introduced through the Business Plan.
- Support membership recruitment campaigns in conjunction with the Director Membership.
- Develop relationships with tourism organisations, local businesses, community organisations and neighbouring yacht clubs to strengthen awareness of Port Stephens Yacht Club.
- Monitor marketing performance and provide recommendations to improve community engagement and membership growth.

Key Relationships

Works closely with the Commodore, Director Membership, Director Social & Hospitality, sponsors, media organisations, community groups, tourism organisations and external stakeholders.