



PITCHSIDE BOARD SALES OFFICER – ROLE DESCRIPTION

Role Outline

To be responsible to the Sponsorship and Advertising Sub-Committee for generating funds through the sale of pitch side advertising for the club, its activities and events.

Key Objectives

The post-holder's primary objective is to formulate pitch side boards sales proposals and ensure the sale of pitch side advertising is maintained in order to contribute to the club's sponsorship requirements.

Key Responsibilities

1. To investigate pitch side advertising opportunities from the commercial business sector
2. Formulate pitch side advertising proposals and ensure sponsorship requirements are met.
4. To be responsible for entertaining sponsors and dignitaries at club tournaments and events
5. To produce follow up literature to advertisers in the form of thank you letters, press coverage & club updates in order to encourage ongoing relationships
6. Where necessary co-opt & co-ordinate volunteers to help seek advertising sales through personal contact.

Scope of the Role

The Pitchside Board Sales Officer is the main point of contact with current and potential advertisers within the local Maidstone area and the wider regional area, on behalf of the Maidstone Rugby Club. The Pitchside Board Sales Officer will manage and oversee all matters relating to pitch side advertising at all levels of the club.

Liaison With:

1. All Sponsorship and Advertising sub-committee members in particular the Sponsorship Officer and Treasurer, plus any event organisers.
2. Club members.
3. Local companies and businesses.
4. Signmakers
5. Youth Section Coaches¹.

The post holder will be responsible to:

The club Sponsorship Officer

¹ Youth Section Sponsorship primarily comes through coach & parental connections to that age group through their children's involvement. Supervision is essential to prevent sponsor conflicts of interest.

Meetings to attend

Sub Committee Meetings

Main Committee Meetings – by request

Annual General Meeting

Term of Role:

The Pitchside Board Sales Officer will be appointed for one year at a time, with the hope that the post holder will retain the role for a maximum of 3 years.