



Toronto Triathlon Club Board

Description of Role of Communications & PR Director

Purpose

Communicate all club messages to TTC members through various digital channels, as well as with sponsors and partners; manage the TTC brand

Term

Two years; elected at the Annual General Meeting

Primary Duties

- Coordinate consistent communications across all social media networks (Facebook, Twitter, website, email)
- Work with Business Manager and other key Board members as required to develop content for communications across all channels
- Manage TTC swag and marketing collateral (e.g., brochures, water bottle, kit):
 - Source and manage designers and suppliers
 - Manage production and delivery
 - Work with Sponsorship Director to obtain sponsor logos as required
 - Maintain inventory
 - Ensure swag is available for sale at key TTC events
- Manage TTC's relationship with TTF and overall presence at TTF
 - Identify yearly requirements (content, volunteers, web presence, etc.)
 - Facilitate engaging TTC membership in fulfilling requirements (volunteers, Expo presence, etc.)
 - Manage TTC Club challenge
 - Manage TTC presence at race expo (brochure, race kit, booth set-up, volunteers, clothing sales, etc.)
 - Support Social Director in Finish Line festival activities
- Work closely with the Director of Sponsorship and Business Manager to engage and promote sponsors as appropriate
- Manage TTC Time Capsule (maintain physical items and update file/pictures as appropriate)
- Manage all communications and PR-related files on the TTC SharePoint account; ensure relevant information is uploaded and filed appropriately



- Delegate tasks to Board members, community members, and other volunteers as appropriate, and oversee completion of these tasks

Time Commitment

- Off season (Nov - April): Approx. 3-5 hours per month (planning swag, developing communications, etc.)
- Race Season (May - Oct): Approx. 8 - 10 hours per month (developing communications, managing swag, attending key events)
- TTF planning (May-July): Additional 1-2+ hours/week (developing content, coordinating logistics, working with volunteers, etc.; additional time during festival to add TTC swag to Race Kits, manage TTC booth, etc.)

Additional Expectations

- Attend Board meetings as per the Club Bylaws
- Contribute to any other board initiatives and communications in a timely manner, including responding to emails regarding Board business
- Support other Board Members in completing their tasks
- Participate in TTC social media discussions as appropriate
- Attend Club events & races to represent the Board
- Goal should be to attend 1-2 club events/races per month during race season

Updated July 2019