***BWSRC***

***Board Member Role – Marketing***

***Proposed responsibilities - February 3, 2015***

**Responsibilities to include:**

* Drive demand for memberships, rentals, lessons and competitive teams
* Create brand strategy and brand standards of the club to create a cohesive club persona for members, renters, lesson participants, and competitive teams
* Maintain consistent brand messaging in all club signage, advertising and member communications
* Responsible for creating and maintaining/enhancing member experience

**Duties to include:**

* Recommend and maintain an annual marketing budget
* Execute logo development, sign creation, advertising campaigns and member newsletters
* Develop strategy and copy for the website; work with webmaster to execute online presence
* Draft and execute member surveys, focus groups; turn results into actions to best serve BWSRC members