



CRU VP Marketing

The role of the VP marketing is to grow awareness and participation in Rugby in Calgary for all ages, genders, and divisions. The VP marketing is also the primary marketer for the CRU's team: The Mavericks. Primary roles include:

- **Strategy**
 - Create an annual marketing plan and timeline.
 - Assist in fundraising and sourcing out sponsorship & advertising clients
- **Execution**
 - Manage the annual marketing plan and oversee execution of tactics. This may involve paid media, signage, design pieces and events.
- **Amplification:**
 - Work with the clubs to provide the marketing tools they need for their own recruitment
 - Oversee the CRU's social media strategy, ensuring there is a person who is equipped to provide updates in the CRU voice.
- **Media relations**
 - Prepare media releases and conduct media outreach to gain coverage for Calgary rugby at key times including at the opening of the season, the playoffs, key victories by Calgary teams, representative matches, or major projects for the CRU facilities.
 - Act in a key support role in the advent of a situation requiring crisis communications.
- **Learning:**
 - Analyze the effectiveness of marketing tactics and investments year over year and provide a report to the board so we can get better every year

It is the role of the VP marketing to chair the Marketing Communications Committee, and report back to the board on their initiatives.