



Marketing Manager Role Description

Time Commitment:

- 2 hours a week on average
- Work from home at times to suit you
- Participate in the monthly committee meetings (via Teams or other online platform) and attend the AGM

What the role involves:

- The International Topper Class Association (GBR) needs to increase the frequency, immediacy and spread of press coverage for events throughout the year. This will help build the reputation of the class and to continue to deliver its activities and services for sailors, whilst building and maintaining a vibrant Junior Pathway Class
- Establish relationships with relevant news outlets
- Either write or coordinate the production of a report on Topper events for those outlets in a timely manner
- Seek further coverage opportunities with relevant media
- If possible initiate and organise one PR event per year. For example carrying a Topper up Mount Snowdon to raise money for the John Merricks Sailing Trust or sailing across the English Channel to raise money for the Bobby Moore Cancer Fund
- Liaise with existing Class Sponsors and actively seek new sponsorship, ensuring ITCA (GBR) are promoting each sponsor as agreed.

Skills/experience needed:

- You will probably be a Topper 'parent', as it is preferable that you can attend events with your sailor, so that articles are fresh and immediate
- Well organised and able to work to deadlines
- Good communication skills
- A sense of humour
- Proficient in the use of various social media channels