

# Job Description: Class Marketing and Media Representative

The Class PR Representative is responsible to and reports to the International Committee and ultimately the Class chairman. As this role is a paid position whilst the committee are volunteers, the PR person is a kingpin to ensure the smooth running of the Musto Skiff class and as such needs to be proactive, with a drive to ensure the class continues to prosper. The PR person should look to take on work where directed, whilst always keeping the committee informed and ensuring key decisions are referred to maintain full transparency.

The key responsibilities of the position are:

1. Manage the Class Digital Presence including but not limited to:
  - a. International Website
  - b. FB groups
  - c. Twitter account
2. Ensure digital media is active and updated on a regular basis including but not limited to writing and organising others to write content for marketing, to appear in online sailing sites, website, sponsors releases etc.
3. Class Sponsor Management including but not limited to:
  - a. Obtaining new sponsors
  - b. Managing existing sponsors
  - c. Managing and resolving any Sponsor conflicts
  - d. Ensuring value for money, for the Class and the Sponsor
4. Ensuring any Sponsor branding is sourced/provided
5. Manage design of any class printed items (eg. Worlds T-shirts, Worlds Logo)
6. Ensure Class Sponsors at events (specifically the worlds) are looked after and our obligations are exceeded. If economically feasible this should be by attendance in person.
7. Assist with the Class Secretary were required
8. Ensuring reports are issued for all events
9. Obtaining content and Issuing e-newsletter