



World ParaVolley POSITION DESCRIPTION

Position Title:	Marketing Director
Method of Appointment:	Elected by the General Assembly held two years after the Paralympic Games
Period of Office:	Four years
Responsible to:	The Board and President
Date Updated:	September 2022

Organisation statement:

World ParaVolley is a member of the International Paralympic Committee (IPC) and is recognised by IPC as the sole International Federation with worldwide responsibility for volleyball for athletes with a physical impairment. World ParaVolley's Mission is to encourage the growth and development of volleyball for athletes with a physical impairment in all nations of the world through an organised programme of education, instruction, promotion, and competition, aimed at stimulating athletes to join the worldwide volleyball family.

Description of Position:

The Marketing Director is responsible for providing leadership and delivering outcomes on matters relating to the marketing and promotion of all disciplines and activities of World ParaVolley with a focus on developing financial and other support, partnerships and sponsorships. The role involves leading, directing and supporting the World ParaVolley Foundation, Marketing Commission, and associated Committees. Additionally, the Marketing Director is responsible for contributing to the strategic planning of the organisation with a focus on the potential commercial and income-producing aspects of marketing and the application of the World ParaVolley brand to all activities.

Reporting and Working Relationships:

The Marketing Director reports to the Board of Directors and the President. The Marketing Director works co-operatively with the Communications Manager, the Marketing Commission, the Sport Director, the General Manager, Committee personnel and the organisers of World ParaVolley events.

Duties and Responsibilities:

Ensuring the provision of appropriate marketing and promotion activities by:

1. Liaising with Marketing Commission personnel for planning purposes
2. Providing advice on marketing and promotion matters to the Board of Directors
3. Organising and ensuring the delivery of marketing activities on time and within budget
4. Seeking relevant legal advice as required

Identifying and following-up sponsorship and fundraising opportunities by liaising with the Board, members of the World ParaVolley Foundation Board and the relevant Commissions and Committees.

Contributing to the strategic planning and direction of World ParaVolley by:

1. Participating in discussion and planning with relevant stakeholders
2. Assisting with monitoring the progressive achievement of the targets and outcomes
3. Assisting in Board decision-making

Supporting and advising to the Board by updating them on the activities of the Marketing Commission and the World ParaVolley Foundation.

Ensuring proper processes are followed by complying with the constitution and policies established for the conduct of World ParaVolley activities.

Undertaking any other reasonable duties as requested by the Board of Directors.

Skills and Knowledge:

Essential:

1. The ability to provide leadership to the Marketing Commission of World ParaVolley, including the recruitment, induction, and support of the members
2. The ability to identify and secure sponsorship funding for World ParaVolley activities and events
3. The ability to work co-operatively with external providers and government and non-government sponsors
4. An ability to liaise with World ParaVolley local organising committees at events to ensure that Marketing rules, regulations and standards are implemented
5. The ability to work co-operatively with other Board members to plan and develop World ParaVolley as an international sport organization
6. Sound organisational, time management and administrative skills
7. Efficient and effective communication skills based on a consultative approach
8. A thorough understanding of the Constitution, structure, processes, policies and procedures of World ParaVolley
9. A respect, understanding and appreciation of the cultural diversity within the World ParaVolley community
10. Competencies in the English language, verbal and written.

Desirable:

1. An understanding of all aspects and disciplines of the sport of ParaVolley at the sub-Zone, Zone and international levels
2. A comprehensive and detailed working knowledge of information technology

3. A knowledge of the industry standard for the regional and worldwide presentation and promotion of major sporting events



Experience:

1. Experience in the field of marketing and working within a team environment
2. Experience in liaising with sponsors, service providers and governmental bodies and in managing expectations to provide appropriate "return" for investment
3. Experience in sponsorship, grant submission and report writing