



Minnesota Hockey
DESCRIPTION OF RESPONSIBILITIES & EXPECTATIONS

POSITION: Vice President – Marketing & Communications

STATUS: Volunteer – Elected For A Three-Year Term

REPORTS TO: President

PREPARED BY: Dennis Green

DATE: February 2013

SUMMARY:

The Vice President of Publicity & Promotions is responsible for organizing all information related to the enhancement and awareness of Minnesota Hockey's importance in the youth sports marketplace. This includes development of and activation of corporate partnership and supplier relationships, media relations and marketing plans.

ESSENTIAL RESPONSIBILITIES:

1. All aspects of media relations, promotion, marketing, branding and related areas within Minnesota Hockey.
2. To work with the district directors and other vice presidents on projects or programs related to marketing, publicity and promotions including activation of corporate partner agreements.
3. To negotiate and ensure that terms of contracts are carried out for vendor agreements, partnership agreements or other related contracts and agreements.
4. To offer requests for proposal (RFP) for services related to marketing and publicity and promotion activities.
5. Work with licensed apparel company (s) on issues related to program apparel and region and state tournament apparel.
6. Chair the Marketing & Communication Committee.
7. Develop, prepare and manage annual budget for specific expenses to be incurred within the scope of responsibilities as defined herein in accordance with Minnesota Hockey financial administration policies.
8. Return all correspondence, telephone calls and e-mails within a reasonable timeframe given the circumstances of the situation.
9. Attend state meetings as may be scheduled from time to time for general business purposes.
 - a. Serve as a member of the Executive Committee.
 - b. In addition to the Executive Committee, participate on a minimum of two Minnesota Hockey committees as may be appointed by the President.

QUALIFICATIONS:

