



NSWERA Governance Manual

SMC Position Description - Document No. 7.4.5

Position Title

Promotions

Position Purpose

Ensure the growth of the sport of Endurance Horse Riding in NSW by developing and managing promotional strategies and activities.

Principle Accountabilities & Performance Indicators.

Material

Establish and maintain a library of presentation material to be used in promotional activities.

KPI – Library established and prioritized list of material under development.

Promotion

Liaise with SMC, zone committees, and club committees to develop promotional strategies and packages and lead or support those activities at the State, Zone, and local level.

KPI – Strategies developed and being trialed at the 3 levels.

Note This is a portfolio under development. As particular promotional strategies are developed, tested, and confirmed their details and outcome KPI's will be written into this PD.