

MARKETING & COMMUNICATIONS GROUP

AIMS

To promote the activities and communicate the work and programmes of the Derbyshire Golf Partnership through various different media channels.

OBJECTIVES

1. To create a strong and distinctive "BRAND" for Derbyshire Golf.
2. To create a "BRAND" capable of attracting commercial sponsorship, support and partnership opportunities.
3. To promote the activities and programmes of the Derbyshire Golf Partnership.
4. To develop a distinctive website to promote the Derbyshire Golf Partnership.
5. To communicate the benefits of the Derbyshire Golf Partnership.
6. To raise the profile of the Derbyshire Golf Partnership.
7. Develop a strategy with Finance Group to secure long term funding for the Derbyshire Golf Partnership.

OUTCOMES

1. Support the drive to secure Sponsorship funding.
2. Create a network of commercial supporters and partners.
3. Communicate the message & activities of the Derbyshire Golf Partnership with clubs, their members, facilities, nomadic golfers and prospective members.

PRIORITY AREAS

1. Create a "BRAND" for Derbyshire Golf (image/logo – mission statement – strap line)
2. Develop a website Plan.
3. Develop a Marketing strategy and plan with timeline and budget.

SKILLS/KNOWLEDGE

1. Media contacts and channels of communication.
2. Website development.
3. Brand development.
4. Securing partnership funding and commercial sponsorship.

PERSONNEL

- 1 X Management Committee/Group
- 1 X Website content manager
- 1 X Media representative (Journalist/Radio)
- 1 X Marketing expert
- 1 X CDO
- 1 X Derbyshire Sport

WORKING REALTIONSHIP - REPORTING LINES

Work with sub-committees/groups to deliver the message and activities of Derbyshire Golf Partnership. Report to the Management Committee of the Derbyshire Golf Partnership

MEETING FREQUENCY – 6 times per annum