



## Secretary - Position Description

**Summary:** The Secretary is a key member of the Board of Directors (BOD) and Executive Committee. The position is governance oriented and oversees meeting minutes and marketing & communications for the club. Key areas of responsibility:

- Meeting Minutes: attend BOD and annual meetings, take meeting minutes and record board actions and distribute.
- Marketing: Develop and implement a robust annual marketing plan.
- Communications: Enhance public relations by promoting the club and educating the public on the functions of the club. Keep season pass members and public apprised of various events and important information.

### Duties:

- Meeting Minutes: Prepare written minutes and notes for distribution to the BOD and general membership. Present minutes at meetings for approval. Maintain a book of minutes.
- Web Site: work with the web master and external web site development company to create and maintain a robust web site with user-friendly functionality and information including digital payments, daily trail conditions and upcoming events.
- Marketing:
  - Develop an annual marketing plan that includes various media to promote the club and inform season pass members and volunteers.
  - Work with volunteer graphic designer to develop compelling marketing pieces.
  - Evaluate and enhance Facebook and/or Instagram presence.
  - Brainstorm and implement additional events the club could hold.
  - Obtain from Treasurer most current list of season passholders for communication purposes.
  - Develop and place ads. (newspapers, other)
  - Coordinate design, creation and distribution of marketing pieces – posters, signs, brochures/flyers, etc.
  - Work with other board members to promote events and key activities.
- Communications: Send various digital communications to current season pass members about key events (trail clean-up day, Rob's hut, end-of-season thank you). Develop and place articles and/or letters to-the-editor in local publications.

**Timing & Accessibility:** This is a year-round position with focused time needed in the Fall to implement various marketing and communications. During the ski season oversee webmaster to ensure posting trail conditions on the web site, Facebook and Instagram. Attend and provide updates at board meetings ((Oct, Nov, Dec, Jan, April, May). The Secretary serves a three-year term.