

USA UNDERWATER HOCKEY
Director of Marketing and Press Relations

Job description:

The Director of Marketing and Press Relations shall:

- 1.) Increase the media coverage of the sport of underwater hockey on the national, regional, and local levels.
- 2.) Maintain press packets that can be forwarded quickly to a media outlet that is interested in covering underwater hockey.
- 3.) Maintain a collection of high definition photographs and underwater film footage depicting underwater hockey action that could be shared with interested media outlets. The Director would ensure that all necessary permissions were obtained from those shown in the pictures and that these permission or waiver forms were kept on file.
- 4.) Maintain a list of reporters, editors, and publishers and their contact information which can be shared with teams and clubs.
- 5.) Work with the host teams for regional, national, and international tournaments to promote media coverage of the tournament in local and national media outlets. This would include writing and issuing timely press releases covering the results of the tournament.
- 6.) Promote the U.S. National Teams competing in World Competitions to national, regional, and local media outlets.
- 7.) Be responsible for promoting the sport of underwater hockey through Facebook, Twitter, blogs, and other social networking and electronic media outlets.
- 8.) In conjunction with the Director of Fundraising, the Director of Marketing and Press Relations will seek opportunities to promote the sport of underwater hockey to those companies and/or non-profit foundations that could provide financial support to the sport of underwater hockey.
- 9.) Report to the USA Underwater Hockey Committee on a regular basis.

Requirements: The person must be a dues paying member of USOA and an active member of the U.S. underwater hockey community.

June 2010