

EGYPTIAN RUGBY FOOTBALL UNION

Marketing Manager



1. Role

To develop and implement a sponsorship plan to ensure the funding of the ERFU activities.

2. Responsible to

- The ERFU Board – the marketing manager shall regularly report to the ERFU Board.

3. Functional relationships

- The ERFU treasurer - marketing manager will liaise regularly with the ERFU treasurer.
- PR manager – for media / promotional requirements.

4. Primary objectives

- To develop a sponsorship plan.
- To ensure that the ERFU is properly funded through sponsorship.

5. Responsibilities

- Develop a sponsorship plan.
- Prepare an annual sponsorship budget together with the ERFU treasurer.
- Draft an information sheet on the ERFU and the development of rugby in Egypt for sponsors.
- Identify and approach potential sponsors.
- Develop and maintain relations with sponsors – provide regular feedback to sponsors.
- Organise fundraising events.
- Maintain a database of sponsors.

6. Key result areas

- Number of sponsors and amount of sponsorship.
