



Role Outline: Development Manager

NAME OF CLUB:	Brush Bowls Club
ROLE:	Development Manager
RESPONSIBLE TO:	Club Committee
NAME OF VOLUNTEER:	Name
START DATE: XX/XX/XX	END DATE: XX/XX/XX

This is a lead role, but also a collaborative role and the appointee would work closely with and be supported by the Publicity Officer, the Volunteering Co-ordinator, the Lead Coach, the Entertainment Manager and the Committee as a whole, enabling you to successfully complete the Clubs Development Plan.

Typical Responsibilities:

- Understand the needs of the Club and its members
- Research and identify new opportunities - areas for growth, new partnerships/sponsorship, new trends, new ways of reaching existing and new groups
- Attend seminars/conferences/events - some online - as appropriate
- Think strategically - see the bigger picture, setting aims & objectives to develop & improve the club, delegating tasks where appropriate
- Create a promotional strategy - ideas for events and activities that will maintain and increase recruitment, positively increase the reputation of the club within the bowling environment and the local community
- Generate leads for prospective contacts in the community
- Working with the Publicity Officer, generate regular publicity with local media
- Providing a monthly report to the Management Committee
- Arranging handover or succession planning for the position