



National Marketing and Promotions Committee Application

This committee exists to facilitate the development of marketing and promotion strategies for the sport of bowls in Canada.

The positions are balanced between one-year and two-year terms with at least two positions set for two-year terms. Appointments are made by the Board of Directors of Bows Canada Boulingrin. Please refer to the information below. All application forms should be forwarded to the Bows Canada office at (office@bowlscanada.com)..

Preferred Qualifications and Experience

- A passion for the sport of bowls
- Creativity, enthusiasm and a desire to grow the game of bowls across Canada
- Experience in a national marketing, promotion and communications environment
- Demonstrated leadership qualities
- Ability to collaborate
- Excellent inter-personal and communication skills
- Computer skills with Microsoft Office, e-mail, Internet and web-based technology
- Bilingualism is an asset

Requirements and Commitments

- Must hold current individual membership in an affiliated BCB club;
- Must be in good standing with Bows Canada Boulingrin;
- Must be willing to attend monthly conference calls and provide feedback through email and other digital means.

Description of Duties of the National Marketing and Promotions Committee

- Analyze the current state of bowls and provide expertise and recommended directions regarding BCB's current marketing and promotion platforms for growing the game of bowls in Canada.
- With the Executive Director, identify, implement and evaluate fundraising tactics targeted to increase general and targeted revenue for the organization
- With the Communications and Safe Sport Coordinator, develop, implement and monitor a communications plan that will assist with the development and marketability of bowls in Canada.
- Develop strategies on how to communicate effective messaging to potential donors and to generate interest in Bows Canada Boulingrin as an official registered charity.
- Work with BCB Executive Director to help establish promotion, business, and marketing connections across Canada.



BOWLS CANADA BOULINGRIN

OPERATIONAL COMMITTEE APPLICATION FORM

NAME: _____
Please Print

ADDRESS: _____

TELEPHONE: (_____) _____

EMAIL: _____

I hereby agree to submit my name to stand for appointment to the following
Bowls Canada Boulingrin operational committee:

MARKETING & PROMOTIONS COMMITTEE

Name of Committee

(Date)

(Signature of Applicant)

QUALIFICATIONS: _____
(Please add additional pages
and/or a resumé as required.) _____

ENDORSED BY: Provincial Association: _____
Provincial Director Name: _____
Provincial Director Signature: _____

**COMPLETE AND FORWARD
BY MAIL, FAX OR EMAIL TO:**

Bowls Canada Boulingrin
2451 pr Riverside Dr. c/o House of Sport
Ottawa (ON) K1H 7X7
Fax: 613-244-0041 office@bowlscanada.com
