



Oregon Region Porsche Club of America Sales and Marketing Chair

This is a volunteer position for a seasoned Sales and Marketing professional to develop, manage and implement the ORPCA Sales and Marketing Strategy.

Description

The Sales and Marketing Chair is a volunteer position for a PCA and ORPCA member who shares a passion for all things “Porsche”. This role includes developing, managing and implementing the future Sales and Marketing Strategy of the Club. This person is responsible for communication with existing sponsors and engaging with new vendors and sponsors. The role includes managing and overseeing the Advertisements on the Club’s advertisement channels. The current advertisement channels are our website, the weekly member email, the monthly newsletter (Anzeiger), the yearly Calendar and the Yearly Member Directory as well as event sponsorships. This person will report, on a monthly basis, on the current state of engagements, advertisement revenue and sponsorships.

Responsibilities

- Develop the future Sales and Marketing Strategy of ORPCA and actively drive the implementation of this strategy
- Develop and maintain a Media Kit outlining the club’s Marketing and Sales Channels as well as Sponsorship opportunities
- Set pricing on advertisement channels and options that are consistent with comparable websites and eMagazines in similar markets
- Maintain a database of existing and planned / in progress engagements with advertisement partners, sponsors and vendors
- Maintain and strengthen relationships with current advertisement partners, vendors and sponsors
- Identify and engage with new advertisement partners, sponsors and vendors
- Work with the Webmaster to provide templates, formats, and analytics to our advertisers
- Build a team of club members to work with and “share the load” of acquiring new advertisers
- Build a network to utilize the club member resources and connections to boost sales and marketing
- Encourage ORPCA members to bring business to the advertisers that support our club
- Point contact for the press and promote public relations

Estimated Volunteer Time Commitment

Reporting on the monthly status includes updates on all advertising activities (~3 hours/month). Monthly follow-up with current advertisers/sponsors (~5-10 hours/month). Active pursuit of new sponsors 10 – 20 hours/month). End of Year Roll-up, updating of Media Kit and renewal of current contracts (20 hours/year).

If you are interested, please contact the Club’s President, Stephen Miller at president@oregonpca.org and submit your application and resume. The President will set up interviews with selected Board and Club Members.