

Marketing Committee:

Are you passionate about spreading excitement and engagement within the water sports community? Join our Marketing Committee and play a pivotal role in shaping the public image, promoting events, and expanding the reach of Water Ski and Wake Alberta (WSWA) across Alberta. Whether you're a seasoned marketing professional or have a knack for creativity and communication, your skills and enthusiasm can make a significant impact.

Why Join?

- **Promote Passion:** Help amplify the excitement and passion for water skiing and wakeboarding across Alberta.
- **Community Connection:** Build relationships with enthusiasts, stakeholders, and the general public to foster a strong community.
- **Expand Reach:** Utilize innovative marketing strategies to attract new participants, sponsors, and supporters to WSWA events and initiatives.

Roles and Responsibilities:

- **Brand Strategy:** Develop and maintain the organization's brand identity, ensuring consistency across all communications and promotional materials.
- **Digital Presence:** Manage WSWA's online presence, including social media channels, website content, and email marketing campaigns to engage and inform our audience.
- **Event Promotion:** Collaborate with other committees to promote events, competitions, and community activities through targeted marketing campaigns and partnerships.
- **Creative Content:** Produce compelling visual and written content, such as videos, blog posts, and press releases, to showcase the excitement and achievements of WSWA participants and events.

Commitment:

- **Meetings and Planning:** Attend regular committee meetings to brainstorm ideas, plan marketing initiatives, and evaluate campaign effectiveness.
- **Execution and Evaluation:** Implement marketing strategies and campaigns, track key performance metrics, and provide recommendations for continuous improvement.
- **Collaboration:** Work closely with other WSWA committees, sponsors, media partners, and community stakeholders to maximize promotional opportunities and enhance the organization's visibility.

Join Us: If you're passionate about leveraging your marketing expertise to promote water sports, build community connections, and drive engagement across Alberta, we invite you to join our Marketing Committee. Together, we can elevate WSWA's presence, inspire participation, and celebrate the thrill of water skiing and wakeboarding in our province.