

## **6.4 Cheerleading Director**

- Responsible for the coordination and operation of all cheerleading activities in conjunction with the Concession and Fundraising Committee.
- Responsible for interfacing with the current league the program is affiliated with. Attends meetings and competitions as required by the current league, and provides a detailed report back to the Association.
- The Cheer Director is expected to make decisions, and vote on issues based on the direction and best interest of the Association.
- Responsible for organizing the necessary volunteers required to attend Cheerleading Competitions of the current league.
- Responsible for coordinating cheerleading clinics and practice schedules. Works with the Treasurer and Equipment Manager for the purchase, distribution, and collection of cheerleading equipment and uniforms.
- Shall follow Purchasing guidelines approved by the Board. Shall be a member of the committee to establish a projected budget.
- Shall be part of the Registration and Scholastic committees.
- Responsible for a full inventory report given to the EB once per year at the March meeting.
- Responsible for creating and distributing to head coaches a skill mastery guideline.
- Responsible for filing all necessary paperwork for competition and post season competitions.
- Shall bring any situation to the attention of the Board concerning coaching staff, child treatment, or operations within its responsibilities. All issues brought before the Board must be in writing and submitted to the Secretary of the Association.

**Shall communicate all business of the Executive Board to Head Coaches**

## **6.8 Merchandise Director**

Responsible for coordinating all merchandise other than food at all home games, special events and others as required.

Responsible for delegation of merchandising duties

Responsible for submitting a plan to the EB for the purchase of additional merchandise

### **6.8 a Marketing Director/Assistant Marketing Director**

- Responsible for all aspects of marketing. This includes renewal of existing sponsors and canvassing new sponsors.
- Responsible for creating/maintaining sponsor/advertising mailing list as well as the responsibility to do 2 -3 mailings.
- Shall establish and chair a Marketing committee to meet sponsorship goals. Responsible for creating the annual program book by August. This includes but not limited to the sales of all advertising, the layout of the book, the printing of the book and the distribution of the book.
- Shall follow Purchase Order Standards approved by the Board.
- Shall be a member of the committee to establish a projected budget.
- Shall oversee a Marketing Solicitation Committee comprised of equal representatives from both Cheer and Football.