

Iowa City-Coralville Hockey
Marketing/Communications Committee

Target Members

Creative and computer-literate persons who would like to assist in the development and maintenance of ICH print and web based materials. Items would be used for recruitment of new players, communication within the organization and with the community at large.

Duties

- Attend meetings with other Marketing/Communications Committee members.
- Help generate new marketing ideas for increased ICH exposure in Iowa City, Coralville and surrounding areas.
- Work closely with the treasurer budgeting materials
- Assist with the following tasks as needed:
 - . Collect information from coaches, team parents, etc.
 - . ICH web site maintenance
 - . Apparel orders
 - . ICH newsletter
 - . Registration, fundraising and other marketing materials
 - . Press releases

Time Requirement

A majority of the work will be done February-September to prepare new materials for recruitment and for the following hockey season.

Summary

The Marketing/Communications committee is responsible for presenting the Iowa City-Coralville Hockey program to the public through print and web based materials.

