



MARKETING & PUBLIC RELATIONS CHAIR JOB DESCRIPTION

Position Summary:

Marketing Chair is responsible primarily for the marketing and promotion of the annual CnC Event(s) within the organization and within the region. Primary duties are to educate, organize, and oversee event marketing, including: newspaper, television, radio, posters, brochures, and other marketing opportunities, as well as marketing on the CnC Local and CnC National Facebook pages and website.

Accountable to:

CnC Event Chair
National CnC Staff

Responsibilities:

- Work with National CnC Staff to update all marketing and branding materials
- Work with National CnC Staff to ensure regional and national sponsors are getting appropriate opportunities for respective levels
- Update Local CnC Facebook page, Twitter Account, etc.
- Share links and update National CnC Facebook page, Twitter Account, etc.
- Educate community about the opportunities and benefits of CnC marketing
- If using local vendors, solicit bids for the printing and production of marketing materials, including brochures and posters
- Coordinate with Sponsorship Chair to share with sponsors about opportunities offered only to sponsors
- Responsible for printing of all marketing materials
 - Save the Date Postcards
 - Brochures
 - Posters
 - Billboards
 - Signs
 - Programs
 - Etc.
- Responsible for all media marketing, in addition to social media
 - Television
 - Radio
 - Podcasts
 - Newspaper
- Bring drafts of marketing materials to Committee for approval
- Coordinate with Sponsorship Committee to see if any would like to be In-Kind photographers for event, if not, coordinate photographer for event
- Attend majority of Committee Meetings

Revised 11/2014



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- If you cannot attend a Meeting, please inform the Chair in advance
 - Make announcements within community, as needed
 - Work with Event Chair to develop annual budget
 - Participate in the development and implementation of strategic short-term and long-term planning for Local CnC
 - Complete other assignments as requested by the Chair(s)

Requirements:

- Must have some knowledge of graphic design and print/web media graphic specifications
- Must have connections with local media outlets