

BOARD PROMOTION JOB RESPONSIBILITIES

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POSITION OVERVIEW

The Board member over Promotion will works developing and implementing strategies for promoting and advertising Main Street actions. They will work closely with the Design Board member and maintain quality control of all promotions, developing, negotiating, contracting and working with vendors such as print, radio, etc. to gain cost efficiencies while maximizing benefits. They will consult with board members and community members to understand promotional needs. They may be asked to assist in design efforts for promotion or marketing of Main Street activities. This will require approximately 10 hours a month.

ESSENTIAL AND IMPORTANT DUTIES

Duties may include, but are not limited to, the following:

1. Works closely with the board member over design efforts which may include events or service projects to improve the community.
2. Provides graphic support as requested and approved by the board.
3. Develops a cohesive strategy for promoting Main Street. Ideas include monthly newsletters, radio spots.
4. Attends events and supports activities.
5. Raises income through donations, grants and other avenues.
6. Maintains visibility in the community and transparency of activities conducted by the organization.
7. Oversees all promotional, marketing aspects of the organization.

MINIMUM QUALIFICATIONS

1. Five (5) years of progressively responsible experience or any equivalent combination of education and experience.
2. Considerable knowledge of nonprofit organizations including applicable laws and regulations.
3. Skill in resolving disputes and moving to positive resolutions.
4. Ability to plan, organize, direct and supervise the work of the organization.
5. Ability to communicate effectively verbally and in writing.
6. Ability to establish and maintain effective working relationships with Helper City and the general public.