



## **JOB DESCRIPTION**

### **PUBLICITY COMMITTEE CHAIRPERSON**

The Publicity Committee Chairperson is responsible for the timely circulation of notices, using appropriate media, to Club Members and the general public to create awareness of upcoming events at the Curling Club. The Chairperson works to help cultivate the desired image of the Curling Club to the club members and the general public. The Chairperson may or may not be a member of the Board of Directors, and if not, reports functionally to the President. The Chairperson:

- Is a member in good standing of the Berwick Curling Club
- Uses all available forms of media, as appropriate, including social media, to inform club members and the general public about upcoming events at the Curling Club, on timelines that are far enough in advance so as to maximize the exposure of the event. This may or may not include:
  - o Booking the sign at Main Street video and putting up messages on the sign
  - o Creating posters, posting them at the club and KMCC and distributing said posters in Berwick and surrounding communities
  - o Placing free notices of events in the Valley Harvester
  - o Putting events up on Magic 94.9's community calendar
  - o Putting bonspiels on the Nova Scotia Curling Association calendar
  - o Emailing Presidents of NS Curling Clubs with bonspiel information
  - o Utilizing the mass email function of the club website to send information to members
  - o Working with KMCC staff, to put signage of events on the sign in front of the KMCC
  - o Working with the Town of Berwick to put signage of events on the sign at the corner of Commercial and Cottage Streets
  - o Contacting media outlets to encourage them to report on big events
- Is knowledgeable and capable in the use of social media, and acts as an administrator for the Club Facebook page.
- Is knowledgeable and capable in the use of other methods of publicizing events, including signage, advertisements, and mainstream media.

- Is responsible, with basic input from event organizers, for creating material for release on upcoming events at the Curling Club and deciding which would be the most appropriate media platform to use.
- Identifies and utilizes the most cost-effective methods (low cost and no cost preferred) to spread messages to club members and the general public.
- Seeks out 1-3 members from the Curling Club to sit on the Publicity Committee and leads this Committee to ensure that all above tasks are accomplished either by the chairperson or committee members.