

CHAPTER MARKETING/PR CHAIR RESPONSIBILITIES

Primary responsibility of the Marketing/PR Chair is to oversee the design of systems and implementation of programs that promote the chorus and its musical products. She is responsible for presenting the chorus to the general public and for coordinating written communications and other publications of the chorus that may be seen by the general public. The Marketing /PR Chair is in no way expected to do this job on her own. Delegation is the key to success!

- ◆ Marketing/PR Chair recruits a Marketing/PR Team from within your chorus. #1 PRIORITY, get help.
- ◆ Develops and maintains a marketing/PR plan.
- ◆ Provides various contacts with the community through which the chorus may solicit performance opportunities and/or recruit new members, including but not limited to direct contact (e.g., meetings and appearances) , and contact through the media (e.g., newspapers, radio and TV stations, magazines, etc.).
- ◆ Creates Sweet Adelines Regional and International communications (e.g. articles about the chorus for inclusion in the Golden West Magazine and in the Pitch Pipe).
- ◆ Designs and/or reviews all collaterals (e.g. letterhead, business cards, brochures, postcards, advertisements, show flyers, Web page, promotional audios and videos, etc.) to ensure products' quality and consistency.
- ◆ Develops, executes, and administers all chorus web sites with the approval of the BOD or Team
- ◆ Designs and maintains the chorus logo and develops its usage guidelines
- ◆ Reviews all materials destined for distribution to non-members, guests, and potential new members.
- ◆ Maintains and expands the chorus mailing list. Performs bulk mailings for chorus shows, education programs, and performances.
- ◆ Designs and makes arrangements for booth displays at community events, and develops special community service projects.
- ◆ Operates the "hotline" for incoming telephone requests for information about the chorus, and provides for chorus listings in area telephone books.
- ◆ Submits budget estimates for all activities related to this position to the Budget Committee for inclusion in the chorus' annual budget.