**SWEET PEA DIVISION: MARKETING/PUBLIC RELATIONS DC TIMELINE & JOB DESCRIPTION**

**On-Going:**

* Oversee work of Digital Media, Public Relations, Schedule of Events, In-House Graphics, and Advertising Committees, seeing that timelines are followed
* Attend Board meetings and yearly Division Coordinator orientation
* Review all meeting minutes for accuracy and to keep up with what’s going on if a meeting is missed
* Strongly encourage Committee Chair attendance at Board meetings
* If unable to attend a Board meeting, secure a Committee Chair to attend as Division Coordinator representative with voting rights and notify Sweet Pea office of absence and individual taking proxy
* Provide report on progress of Committees at Board meetings or arrange for Committee Chairs to give their own reports
* Track the hours you’ve volunteered monthly; keep your own record to submit to the office at yearend or email your hours when requested by the office
* Initiate regular two-way communication with Committee Chairs in Division, monitoring progress, and providing encouragement and help, if needed
* Poll Committee Chairs on major voting matters; especially at Board meetings on major issues, gathering all views and voting for majority view
* **Follow-up to see that all volunteers offering to help in this Division are contacted**
* Should a Committee Chair vacancy occur, the Division Coordinator will fill in and perform the necessary duties as described in the Committee job description/timeline until a replacement is found (coordinate with Executive Director and Nominating Committee)
* See that Vice President is utilized in helping with public awareness activities and in the promotion of Sweet Pea
* See that all Committees within Division turn in Committee membership lists to office in timely manner
* All printed materials and major correspondence, including press releases, coming from within Division are to be approved by Executive Director before they are printed and distributed
* Updated copies of all printed materials, major correspondence, and procedures are to be turned in and kept on file in Sweet Pea office
* Oversee the submission/distribution of all news releases and see that they are made in a timely manner
* Attend publicity/pr opportunities when available
* Edit ads/press releases before distribution, in conjunction with the Exec Director
* Liaison between In-house Graphics and Advertising Committees to create the best cohesive vision of that year’s Festival
* Be an ambassador for the Festival; recruit Festival-time volunteers and potential board member candidates
* Provide Exec Director with newsworthy happenings in your committee to post on social media

**January-February:**

* Coordinate Advertising Committee and Division to put together a marketing plan for the year. Discuss paid advertising, free publicity, deadlines, and costs. Decide which items in timeline are paid ads and which are press releases
* Present Festival themes to the Board for selection (if not done in November)
* Review the budget as prepared by the Executive Director and Finance Committee; offer input before approval by the Board
* See that all Committees submit written expense estimate to Secretary/Treasurer before expenditures begin. Watch for the deadline on this to be given by Secretary/Treasurer each year
* Arrange for planning session for Division Coordinator and Committee Chairs within Division (coordinate with Executive Director). Division Coordinator should be present at all Committee Chair planning sessions

**June:**

* Oversee the production of the Schedule of Events—assist with editing as needed; review final draft
* Ensure In-House Graphics is designing the yearly marketing poster

**August:**

* Be present at Festival and help as needed
* Follow up with all Committees on lists to be turned in for Sweet Pea thank you page. Assist Advertising as needed with production of a Thank You ad.
* Assist with park tear down on Sunday evening, post-Festival, if possible
* Submit feedback on this year’s events – fill out and return evaluation form distributed from office staff

**September:**

* Follow-up with Committees to make sure all invoices/receipts are submitted to the Sweet Pea office. All personal reimbursements are due by Oct. 2nd

**November:**

* Submit Division requests for permanent supplies/equipment with an estimate of cost and with items prioritized as to need
* Present Festival themes to the Board for selection
* Ensure In-House Graphics begins preparing annual marketing template options to present to the Board in January. Template should potentially incorporate the chosen theme