**SWEET PEA COMMITTEE: ADVERTISING TIMELINE & JOB DESCRIPTION**

**Location:** Home/office

**Assistance:** 1-2

**Supplies:** Computer, email

**Contacts:** Bozeman Chronicle, state newspapers, local radio and TV stations, Chamber of Commerce

**Distribution:** Refer to attached memo listing publicity coverage within state, Sweet Pea office for application forms and rule sheets

# On-Going

* 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
* Handle all Festival paid advertising
* Contact media outlets and request a proposal of services, inquire on a non-profit discount or donation
* Help Division create a yearly Marketing Plan and implement
* Help other Committees create posters, ads, and other publicity materials (coordinate design with the In-House Graphics Committees)
* Keep Marketing Division Coordinator and Executive Director in the loop regarding all advertising. Submit copies of ads etc. to the office for Exec Director approval
* Be an ambassador for the Festival; recruit Festival-time volunteers and potential board member candidates
* Keep Division Coordinator apprised of your progress and include him/her on documents sent to the Exec. Director for review and approval
* Attend Sweet Pea Board meetings when possible
* Review all meeting minutes for accuracy and to keep up with what’s going on if a meeting is missed.
* Provide Exec Director with newsworthy happenings in your committee to post on social media

**January:**

* Review the budget as prepared by the Executive Director and Finance Committee; offer input before approval by the Board
* Work with PR Committee to put together a plan for paid advertising, publicity, deadlines, and costs. Decide which items are paid vs. handled via press release.
* Line up Committee members as needed to share in duties
* Publicize call for Committee Chairs, if needed (coordinate with Nominating Committee)
* Notify Extravaganza Craft News regarding Arts & Crafts information for publication (Coordinate with Arts & Crafts Committee)
* Determine if Sweet Pea should be included in Montana Cultural Magazine and contact them

**February:**

* Submit expense estimate budget to Secretary/Treasurer and Division Coordinator before expenditures begin. Watch for the deadline on this to be given by Secretary/Treasurer each year
* Publicize specific list of Chairpersons yet needed (coordinate with Nominating Committee)
* Speak with Chronicle contact re: donating ad space and submit a Donation Request Form. Inquire about possible donation of half of thank you ad or other discount (as of 2012 the Chronicle doesn’t discount thank you ads)

**May:**

* Help coordinate review, editing, and proofing of Schedule of Events (coordinate with the Schedule of Events and In-House Graphics Committees and the Marketing Division Coordinator)

**June-July:**

* Finalize paid advertising plans – media outlets, expense, frequency
* Place a “Volunteers Needed” ad, if necessary. (coordinate with the office).
* Get dimensions of ads, deadlines, and content to In-House Graphics Committee for graphic design work
* Advertise main performing arts events (coordinate with the Music, Dance, and Theatre Committees)
* Decide on media outlet for printing of post-Festival Thank You ad. Coordinate with In-House Graphics on the design.

**August:**

* Volunteer to help a Division at Festival if possible (e.g. Admission, Merchandising)
* Assist with park tear down on Sunday evening, post-Festival
* Submit all individuals and business names that assisted or contributed this year to Executive Director for thank you page on website
* Submit feedback on this year’s events – fill out and return evaluation form distributed from office staff

**August-September:**

* Submit invoices as they are received to the office. All receipts/personal reimbursements are due by Oct. 2nd