

SWEET PEA COMMITTEE: IN-HOUSE GRAPHICS

TIMELINE & JOB DESCRIPTION

Location: Sweet Pea Office/Home
Assistance: 0-1
Supplies: Design software
Contacts: Sweet Pea Board members and Committee members
Misc: See design files for ads & posts in Google drive or SPF network

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
- ◆ Assist Committees with designing and production of ads, public notices, fliers, posters, and application forms as needed
- ◆ Obtain pictures of various events from the office for use in ads and fliers
- ◆ Assist with special projects (Festival brochures, other literature)
- ◆ Coordinate with other committee members in the above activities if available (other committee members have graphics experience)
- ◆ Work with the Advertising Committee on the Marketing plan to create ads for paid advertising and deadlines for those ads
- ◆ 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
- ◆ Review all meeting minutes for accuracy and to keep up with what's going on
- ◆ Provide Exec Director with newsworthy happenings in your committee to post on social media

Please note: All design projects listed in the timeline below are on an "as needed basis" and subject to coordination with the listed Committee.

November

- ◆ Coordinate with the Advertising Committee on design needs
- ◆ Create templates for emails, ads, signs, fliers, posters, applications, website design, social media, board member recruiting for the next festival. Coordinate with ED or marketing company & division coordinator
- ◆ Coordinate with the Flower Show Committee on design needs (planting sweet peas and seminar)

January-February:

- ◆ Review the budget as prepared by the Executive Director and Finance Committee; offer input before approval by the Board
- ◆ Coordinate with the Admissions Division on wristband design needs (color selection and preparing design options to present to the Board)
- ◆ Coordinate with the Poster Graphics Committee on design needs (poster contest)
- ◆ Coordinate with the T-shirt Design Committee on design needs (t-shirt design contest)

April:

- ◆ Coordinate with the Admissions and Children's Volunteer Committees on design needs for a volunteer poster
- ◆ Work with the Schedule of Events chair to create a cover based on the yearly marketing theme to present to the Board for voting on in June

May:

- ◆ Help review, edit, and proof the Schedule of Events
- ◆ Create the marketing/event schedule poster in conjunction with SOE Chair and Marketing DC
- ◆ Coordinate with the Merchandise Pre-Sales Committee on design needs (merchandise outlets signs)

June:

- ◆ Offer services to Art Shows Committee (advertising event, signage, etc.)

- ◆ Contact Merchandise Festival Sales on design needs (Jacobs Crossing hours, big price sign price sheets & signage for festival)
- ◆ Contact the Public Relations Committee on design needs (hang tags, neighborhood packets)
- ◆ Contact the Bite of Bozeman Committee on design needs (advertising event)
- ◆ Coordinate with the Performing Arts Division & office on design needs (performer passes & stage signs if needed)

◆ **July:**

- ◆ Contact the Bite of Bozeman Committee on design needs (restaurant map)
- ◆ Contact the Chalk on the Walk Committee on design needs (advertising event)
- ◆ Design annual "thank you" Bozeman Daily Chronicle ad (if doing) after receiving names from the office, including partners

August:

- ◆ Volunteer for a shift at Festival (e.g. Admission, Merchandising, Headquarters, etc.)
- ◆ Assist with park tear down on Sunday evening, post-Festival, if possible
- ◆ Submit all individuals and business names that assisted or contributed this year to Executive Director for thank you page on website
- ◆ Submit "thank you" ad for publication (coordinate with Publicity Committee and Executive Director)
- ◆ Submit feedback on this year's events – fill out and return evaluation form distributed from office staff

August-September:

- ◆ Save to network, cloud storage or thumb drive of all design work for the year and submit to the Sweet Pea Festival office for their records if copies have not been provided by email
- ◆ Submit all invoices to the office as they are received. All receipts/personal reimbursements are due by Oct. 2nd