

Marketing Director

Oversee promotion of all aspects of MBAA programs and manage public relations, market analysis, and increase community awareness of MBAA

- 1 Ensure training for marketing volunteers, providing updated spreadsheet with media contact information.
- 2 Write up Exhibit press releases and collect images. Pass the information onto assigned volunteer.
- 3 Collect press releases for Demos and Adult Classes from Adult Education Director and send to assigned volunteer.
- 4 Collect press releases for Demos and Adult Classes from Children's Education Director and send to assigned volunteer.
- 5 Ensure the monthly NewTimes ad has been prepared and sent.
- 6 Ensure the quarterly ad is updated if needed for Magazine.
- 7 Speak with all editors and salespeople with regard to advertising.
- 8 Ensure events are added to website and social media, by forwarding information to assigned representative.
- 9 Help collect donations for holiday dinner