

Marketing Director

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

1. Prepare a board report 2-7 days in advance, email to all board member and attend monthly board meeting.
2. Work Directly with President.
3. Work with a team of marketing volunteers. Ensure training for marketing volunteers, provide team members with an updated media spreadsheet and email list.
4. Collect and forward press releases with images onto assigned volunteer.
5. Ensure the monthly NewTimes ad has been prepared and sent.
6. Ensure the quarterly ad is updated for Access Visitor Magazine.
7. Speak with editors and salespeople with regard to advertising.
8. Ensure events are added to website and social media or forward information to assigned representative. All event write-ups are done by the respective board member in charge.

Occasional Duties Include:

1. Help fill empty volunteer positions for marketing team. Use of newsletter and membership information.
2. Help collect donations for holiday dinner.
3. Ensure there is a full supply of gallery brochures on hand.

Marketing positions:

1. **Exhibitions:** Bobbie Housand
2. **Monthly Demos:** Deborah Wogan
3. **Call for Artists:** Patrick Spurlock
4. **Workshops:** Floyd Snyder
5. **Children's art classes:** Vacant
6. **NewTimes monthly ad:** Jan French
7. **SLO Access Visitor Magazine** (Marketing Director)
8. **Graphic artist:** Jan French and Kathleen Heil

Occasional ads include 101 Travelers Magazine, The Cuestonian (Cuesta College newspaper), Mustang (Cal Poly)

Rev: 10/2022