

Marketing Coordinator

Job Description



Develops and provides marketing and public relations programs that promote chapter and regional events, and membership growth and retention

Plans and implements marketing and public relations programs to increase membership growth and retention

Designs and implements plans to market events and products

Works in coordination with the Membership Coordinator on membership growth and retention plans

Works in coordination with the Events and Education Coordinators on marketing events

Maintain the region's social media presence — Facebook, Twitter, etc., to keep your members informed and to attract new members

Works in coordination with the Communications Coordinator on website and database design, implementation, and maintenance

Maintains database of media contacts

Writes and distributes press releases and produces media kits

Invites media to regional events and serves as onsite media contact

Initiates media opportunities including on-air interviews and feature stories

Maintains database of advertising contacts

Designs, negotiates, and buys advertising in local media

Sell advertisements in regional publications

Maintains contact with appropriate staff members at international headquarters

Maintains comprehensive records and forwards materials to successors

Trains her successor

Appoints staff to assist in the implementation of her responsibilities

A vodcast outlining each RMT member's duties has been created and can be found in the Leadership section of the Members Only portion of the Sweet Adelines website.

Skills Required

- Relevant regional service or equivalent related experience
- Demonstrated marketing/public relations experience
- Demonstrated knowledge of barbershop style in order to market the organisation effectively
- Knowledge of organisation structure
- Presentation skills – written and verbal
- Ability to travel