

## **Job Description**

### **VP of Publicity and Marketing**

The Vice President of Publicity and Marketing is responsible for the following:

#### **Board Meetings**

- Attending monthly Board meetings and reporting on the results of efforts to promote the Club.
- Monitoring the Club's Meetup account to determine how many people have signed up to attend the monthly Orientation Meeting and reporting that information at monthly Board meetings.
- Obtaining information collected by the Welcoming Committee on how individuals attending the monthly Orientation Meetings heard about the Club and reporting that information at monthly Board meetings (in addition to information on the number of people who signed up to attend the Orientation sessions via Meetup).

#### **Promoting the Newcomers Club**

- Promoting the Club in the community through the Santa Barbara Visitors Center; Realtor Associations; and social media sites, including Facebook, and Meetup. (Note: It is important for the VP to have accounts on these sites and be familiar with their use.)
- Posting the time, dates, and location of the Club's monthly Orientation Meetings on social media sites such as Meetup.
- Providing the Club's promotional materials to outside sources such as the Visitors Center (the 9"x4" "rack cards") and others (e.g., Realtor Associations) and providing business cards to Committee chairs.
- Coordinating with the Welcoming Committee to provide the Club's promotional materials (rack cards) to potential new members at the monthly Orientation Meetings.
- Encouraging Committee Chairs and members to share photos and other information from Club events and posting them on social media sites such as Facebook, Instagram, and Twitter in order to promote the Club and its activities.
- Updating and replenishing promotional materials, including the rack cards and business cards, using the electronic files provided by the previous VP of Publicity and Marketing.