

Marketing Director

Summary of Job Responsibilities:

The marketing director helps to shape the public perception of the choir. She supervises relevant committee tasks, such as poster distribution, Web and Facebook presence, program advertising sales, publicity, and concert program preparation. She works to sustain and build concert audience and choir membership.

Duties/Tasks:

- Define concert themes in consultation with conductor and Music Selection Committee.
- Provide content to appropriate committee person for Web page, Facebook, and publicity materials.
- Gather material for concert program and provide to program production person.
- Supervise concert program production, publicity, Web page, Facebook page, poster distribution, and program advertising.
- Develop opportunities for publicity and shape publicity emphasis.
- Attend two-hour, bi-monthly board meetings.

Helpful Skills:

Helpful skills include multi-tasking, computer literacy and comfort using social media, sense of humor, and audience and community awareness.

Time Commitment:

20-30 hours per semester.

Elected Position:

Elected annually.