

SUPPORTING WITH MORE TIME TO GIVE

MARKETING COMMITTEE

MARKETING CHAIR

Leadership Board Position*

2 to 3 hrs/mth (excluding meetings)

*Leadership Board Position: attend 10 mtgs/yr. (8 by ZOOM and 2 IN PERSON). Of course, we consider exceptions.

This is a new position. You could be the one to get the ball rolling in the way you envision!

Oversees the following jobs. One person may be involved with one or more jobs.

- Graphic Design
- Social Media Manager
- Content Creator **new**
- Brainstorm on creating a steady income. **new**

You do not have to be a part of each job.

If you're working with members on a specific job, you are asked to meet with them between regular meetings to plan and coordinate their work. Keep the President updated on your progress.

GRAPHIC DESIGN TEAM 1 to 3 hrs/mth

- The team is responsible for creating the show's logo design, posts for social media, masters of art, alternative spaces, and welcoming new members.

SOCIAL MEDIA PLANNER 3 hr/every 2nd or 3rd mth to PLAN and .30 min/wk to send to PUBLISHER

- Works with the President to develop a 2–3 month social media content calendar, identifying five content topics for each week.
- Sends the list to the DESIGN TEAM, who designs the posts.
- Sends the weekly batch of five posts to the publisher by the Saturday preceding the week they are scheduled to be published.

CONTENT CREATION ?hrs

- **This is a new job.** You could be the one to get the ball rolling in the way you envision!
- We want to create personalized reels for each person as an incentive to support the guild with their time and talent.
- This can be a video or making a video out of images provided by the artist or in our files.

BRAINSTORMING TEAM ON CREATING A STEADY INCOME ?hr

This is a new job. You could be the one to get the ball rolling in the way you envision!

Getting a home base for guild shows, programs, and—dare we say—even studios is a dream. Our hope is that it becomes a reality. If/when it does, we need to be smart about our finances and determine how to establish a steady source of income to cover the monthly expenses before the opportunity arrives.

We are creative. Let's put our ideas, talents, and contacts together to make it happen.

Donations and potential grants would certainly help, but they would be the proverbial "icing on the cake," not the foundation of our financial plan.