

Congratulations you're the VP of Marketing and Public Relations!!

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Hold on to your hat here's your Job Description from the Society Handbook of 2012

Job Description

Creation Authority: Standard Chapter Bylaws. **Elected:** Chapters of more than twenty-five members requires this position. **Term:** 1-year, renewable. Ideally this VP should be on the board for a minimum of two years, but not more than three.

Definitions:

- **Marketing** is developing, delivering, and packaging a message and/or product for sale. Includes marketing research, product planning and improvement, branding, positioning, sales (tickets, paid performances, and merchandise) etc.
- **Public Relations** encompasses a variety of marketing activities that strengthen your credibility, enhance your image, and develop goodwill. Targeted at an audience. Public relations involve communicating who you are, what you do, why you do it, and how you make a difference. It includes media and community relations, publicity, internal communications, etc.

The two tasks are related, yet widely divergent. For this reason, the chapter may opt to elect/appoint officers for each position.

Desired background/capability:

Thorough knowledge and deep-rooted passion of the mission and programs of the Society and chapter. Excellent communication and relationship building skills. Willing to be accountable to the Board. Ability to think outside the box. Marketing and/or public relations experience is a plus.

- **Minimum job responsibilities (by position/task – Marketing, PR, or both):**
- **Develop a M&PR plan** to communicate with internal (chapter/district) and external (e.g., the public and media) audiences and promote the chapter and Society (Marketing/PR)
- **Work hand in hand** with VP of Communication and or chapter development.
- **Agree to submit the chapter M&PR plan** to the district marketing and PR VP annually to effectively understand and help the chapter marketing & PR goals.
- **Form and oversee a committee** to assist in fulfilling responsibilities; members of this Committee can be from other performing arts organizations or from the chapter's fan base (Marketing/PR)
- **Develop promotional material** (sales brochures, flyers, etc.) by collaborating with outside vendors such as graphic designers, printers, photographers to make sure all communications reflect the standards and mission of the chapter and Society (Marketing/PR)
- **Build and maintain a chapter website** (Marketing)
- **Create and distribute** press releases to the media (PR)
- **Build and maintain relationships** between chapter, media, local and regional elected officials, civic and arts organizations, and other Society chapters (PR)
- **Attend Leadership training opportunities** (Marketing/PR)

Whew!!!!!! With this knowledge in hand, assemble your *staff* and get to work!!!!!! Truly, to carry out everything on this list will take a staff. My suggestion is to appoint a Marketing VP assistant to learn the ropes and help with the projects. But to start with, let's try some basics:

1. Review your **website**... when was the last update? Does the website truly reflect the current mission of the chapter (is it in alignment)? Does the website invite visitors to view other pages? Does your website work??? If the website is built for new members, is it doing an excellent job of recruiting? If it is designed for performances, are you booking any?

2. Add articles and “action” pictures to the website... articles should be 250 words. **Update websites monthly** more often if you can. Make sure that your website links to your other social platforms...such as **Facebook**, and **YouTube**.

3. Check that **Facebook** page! Using the criteria above. Add pictures.... **Update weekly!** Put video snippets of songs, performance reminders, backstage photos.

4. As a rule, content drives the internet. If viewers don't see updates, they stop visiting. Keep your internet footprint fresh, up-to-date and action packed.

5. Review your internet presence with a critical eye. Not as a Barbershopper but as a consumer.