



Skate **ABC Skating Club**

Position Descriptions—Publicity Coordinator

Purpose

The Publicity Coordinator will advertise and promote the Club, its activities and its members internally and externally.

Promoting awareness of Club programs and skaters in the community supports the organization's mission to provide an opportunity for everyone to participate in skating throughout their lifetime for fun, fitness and / or achievement.

Responsibilities

- Investigate and recommend new promotional activities
- Place advertisements in local media as required (minimum 1 week prior to event)
- Maintain contact with the local newspaper and advise them of special events and special Club days
- Display posters in the Community (7 to 8 locations) for special Club events i.e. Registration, Exhibition.
- Provide copy and photography for the local newspaper
- Manage candid photography and photofinishing of skaters and Club events.
- Display photographs of CanSkate and Pre-School CanSkate skaters on the bulletin board. Replace photographs monthly.
- Ensure that parents have signed a release enabling you to post skaters pictures
- Ensure that the trophy case is clean and orderly.
- Obtain photographs taken by others at competitions to add to our displays and collection.
- Maintain photographic displays of our Club activities on the Arena bulletin boards
- Clip and save newspaper clippings about our Club and maintain Club Scrapbook
- Provide 'Program Assistant of the Month' posters for the bulletin board.
- Monitor and replenish Club brochure supply at various town locations
- Co-Chair (with Vice-President) the year-end Wind-Up Committee
- Assist with other Club activities.
- Monitor and support Club activities while at the Arena.



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Qualifications

Ability to communicate well orally and verbally.
Basic understanding of photography
Basic computer skills
An interest in people
Ability to work both with a team and independently
Ability to meet deadlines
Ability to make good decisions based on the best interests of the Club

Time Commitment

Two-year term of office, August 1 to July 31

Estimated time:

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| Attend monthly Executive Meetings | 3 hours per meeting for 8 meetings |
| Attend skating sessions and Club activities (photograph) | 4 to 6 hours per year |
| Attend General Meetings | 1 hour twice per year |
| Photographic displays | 1 hour per month for 4 months |
| Develop press releases | 4 hours per year |
| Co-Chair Wind-Up Committee | 8 hours per year |