

Marketing Committee Operations Guide

Job Description

- Create marketing plan, present to board for approval [October]
- Contact all local newspapers, magazines and radio stations. Determine the best placement in the media. Obtain the best price for our target audience.
- Work with local writers for PR articles about SILL.
- Maintain a list of phone numbers and email addresses for all local media and others organizations that cooperate with SILL
- Work with the Marketing Committee on the various assignments given to members
- Create PR kit for distribution prior to season start [December]
- Submit marketing budget [March]

Role List

- Committee Chair
- Manage media ads newspapers, magazines, radio TV
- Ad placement – Jewish news
- Manage SILL Facebook page
- Manage SILL booklet [see Technology]
- Manage ads in SILL booklet

Committee Chair

- Monthly report
- Approve booklet design
- Approve theme artwork for ads
- Approve design of weekly coming events eblast
- Marketing budget [March]
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Media Ads

- Sarasota Film Society - negotiate an annual advertising program to be shown at Burns Court
- Create on-screen ads for Burns Court and Venice Community Center lobby
- Newspaper ads – Herald Tribune and Venice Gondolier, Bradenton Herald
- Radio ads WUSF/WSMR
- Other media SRQ Magazine, Observer, ABC Channel 7