

Marketing Director

As a member of The Guild's Board of Directors, the Marketing Director leads the marketing committee, activities, and recruitment to manage the promotion of The Guild.

Responsibilities:

- Fulfills the general responsibilities defined for a member of The Guild's Board of Directors.
- Presents a proposed annual budget for marketing to the Finance Committee in the fourth quarter of each fiscal year.
- Responsible for the Guild's social media presence on Instagram, Facebook, Twitter, Ravelry, etc...
- Works with other Directors and Committees to schedule social media posts.
- Works with the Technology Director to source and create content for the Guild's blog.
- Oversees the Newsletter Editor and monthly member newsletter.
- Seeks out new opportunities to promote The Guild outside of Guild meetings.
- Co-ordinates tables/booths at non-Guild events to promote the Guild.
- Recruits and manages volunteers to staff tables/booths at non-Guild events.
- Partners with fellow directors to support their contributions to The Guild community
- Presides at all meetings of the marketing committee.
- Keeps detailed records of all expenditures according to approved financial policies and remains within the budget approved by the Board.
- Communicates details of activities to the Board of Directors and Guild Membership as it may require.