

Please note...this job description was donated to the National Ski Council Federation and downloaded from their website at www.SkiFederation.org. Other clubs and councils may use it as a template to develop their own job description. Please remove all references to another club or council, and replace them as appropriate for your organization.

PUBLICITY JOB DESCRIPTION

- 1) Update the Hotline with the latest club events.
 - a) Updates should be made within 3 days after each General Membership Meeting.
 - b) Keep the message simple - announce the event, date, time, cost and contact person(s) name and telephone number.
- 2) Retrieve messages left on the Hotline and send out the appropriate correspondence.
 - a) Retrieve messages on a weekly basis.
 - b) Make follow up calls.
 - c) Send out Thank You letters to people who contact the Hotline and include a copy of the current Skiwiport, a membership brochure and TWO VIP passes.
- 3) Send information about upcoming Skiwi Events to the local newspapers.
 - a) Advertise events such as volleyball, wallyball, the annual picnic, etc.
 - b) Information must be sent to newspapers well enough in advance to meet their publication deadlines.
- 4) Take an active part and participate in local ski shows.
 - a) Participate in activities that would promote the Skiwi Ski Club in a positive manner.
 - b) Make sure to arrange for the appropriate literature to be present at the ski show to advertise the club and our upcoming activities.
- 5) Be on time and prepared for Board meetings.
 - a) Report briefly to the Board on the number of calls received on the Hotline and any changes in the status of newspaper mailings and advertisements.
- 6) Be on time for General Meetings.
 - a) Interact with the guests and members regarding club functions and activities.