



## Skiwi Ski & Social Club PUBLICITY JOB DESCRIPTION

It is the job of the Publicity Committee to promote club events through advertising.

Events can be any of the following: a “no load” event, Tavern Night, general meetings, planning meetings, pay for events, parties, trips, ski trips and anything involving club members.

The Publicity Committee is responsible for the club web site, Meet Up, Facebook and Constant Contact Emails, these are the venues used for advertising club events. The committee is comprised of a chairperson and two other committee members. One member handles Meet Up, another member handles Facebook and a third member is in charge of the web site and Constant Contact .

Committee members will need to have access to a computer and should be familiar with operations such as ‘click and drag’, ‘copy/paste’, etc. for posting and creating flyers if needed.

Submissions of events to the Publicity Committee are to be sent to the club email address ([SkiwiSkiClub@gmail.com](mailto:SkiwiSkiClub@gmail.com)) with the word “Publicity” in the Subject Line. The email can CC the individual personal emails of the committee members as well to ensure they see the notifications.

Content should be sent as a Word document or Text file with all the information. Information is needed in these formats so it can be scraped off (copied) and pasted into the various venues. (PDF document content does not always copy/paste well)

A PDF copy of the Word document can also be sent, but the committee has the ability to convert Word to PDF. PDF documents are used for posting on the web site because anyone can open them and they do not require special or specific software such as Word to open or view. The Word or Text file is easier to use for copying the information into the various venues.

Typically work done on the web site & Constant Contact are done once a week, on Monday evenings. Content should be sent to the Publicity Committee as far in advance as possible after the event details have been confirmed. Events will be posted to the web site as received. Meet Up will also announce the event when received and typically follows up with additional reminders via email. Facebook posts are generally made a few weeks out with “invite” posts. Constant Contact emails are sent a few days before an event. Occasionally Constant Contact emails are sent out more in advance as well with the follow up email a few days before the event.

### **Information Needed For Submission**

When events are sent to Publicity for publication the following information is needed:

What: Event Name

When: Date of the Event

Where: Location of the Event

Why: Details about the event

Who For: Some events require club membership or have a surcharge added if non-members

Who By: Host information and contact info too  
How: Details about cost and payment

For “historical” purposes it should be mentioned the club no longer maintains a phone hotline and events are no longer posted on hard copy newspapers.