

Promotions Coordinator

Guelph Pride Operations Committee

SHOW YOUR PRIDE!



Background Information

Beginning in Summer 2013, Guelph Pride underwent some restructuring based on the feedback that was given from Pride Week 2012 and 2013. From the feedback a Strategic Plan was implemented to give more direction and structure to the organization over the next couple of years. Guelph Pride will now be organized by the Promotions, Donations, and Volunteer Coordinator and the Chair of the Committee along with other volunteers who will take on smaller roles. For more information, visit guelphpride.com/2014/plan

Time Commitment

This Coordinator must make a 10-month commitment: September-June. The number of hours spent on this position per week will depend on the week's proximity to events. 2-10 hours/week.

Responsibilities

Coordinators will be able to delegate certain tasks to general committee members; but they are responsible for following up with the completion of tasks.

- Will respond to and check e-mails within a timely fashion.
- They can be contacted at promotions@guelphpride.com
- Promotions Coordinator will receive a budget to use for promotions
- Utilize social networking by making regular posts and tweets (Twitter and Facebook)
- Post events on event websites
- Request SNAPGuelph Photographers at specific events.
- Invite RogersTV to one or more Pride events
- Arrange to have PSAs recorded for CFRU, Magic 106.1, and CJOY.
- Promote through the Ontario, the Guelph Mercury, the Guelph Tribune, and the Review.
- Utilize event posting opportunities in newspapers.
- Inquire about being interviewed for newspapers.

If interested...

Please fill out a brief application at guelphpride.com/volunteer/apply
For more info, please contact Dillon March at chair@guelphpride.com

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