

## SAN ANTONIO HERB SOCIETY JOB DESCRIPTION MARKETING/PUBLICITY

General Description: This Board position is elected on an annual basis for the term of one year beginning in June and running through May of the following year. The individual may not hold this position longer than two consecutive years as outlined in the Constitution and By-Laws. The Marketing/Publicity position is primarily responsible for coordinating with the local news media for coverage of Herb Society programs and events. This position works to ensure the Herb Society is kept in the forefront of the public eye for herb related activities.

Experience: Must have strong planning and communication skills both verbally and in writing.

Must be able to follow through with assignments. Must have strong organizational skills, and have strong attention to detail. Must be able to devote up to 20 hours a month to the Herb Society and this position.

Responsibilities:

- Attend monthly board meetings (usually the last Monday of the month)
- Attend monthly general membership meetings (usually the second Thursday of the month)
- Support the Herb Society and its membership by working no less than one profit generating initiative a year such as plant sales and herb markets.
- Maintain a professional nature at all times when addressing or representing the Herb Society
- Treat all members and guests with respect
- On a monthly basis, create the program flyer for the upcoming Herb Society program explaining what program will be about.
- Work with the local newspapers and radio stations (usually via email) to promote Herb Society monthly programs and special events in which the Society participates.
- Meet with Business Members to promote their affiliation with the Society.
- . Work with the Board to create and sustain a Speakers Bureau for the Herb Society
- Work closely with the Webmaster, Newsletter Editor and Program Vice President to ensure Herb Society events are accurately and well publicized in the community.