MINNESOTA WATERCOLOR SOCIETY

MNWS Marketing and Communications

Board title:	Marketing and Communications Chairperson
Terms:	Volunteer minimum of 2 Years. Longer commitment desirable.
Requirements:	Complete Marketing and Communication responsibilities. Attend and contribute to Board meetings Attend "In Person" events. Interface with all board members. Familiarize self with by-laws on www.minnesotawatercolors.com. Coordinate and manage transition of role and responsibilities. Note: This position can be done remotely.
Mission Statement	"To further the development of the watercolor artist by providing a supportive environment with education, exhibition opportunities, promotion of public appreciation and greater visibility of the art".
About the role:	The Marketing and Communication Chairperson works closely with the board and communicates meetings, demos, exhibition, and workshop reminders to members via Mail Chimp (email software). The chairperson promotes communication and new memberships for MNWS via social media, MNWS Facebook fan page and other news media.
Responsibilities:	• Communicate to members through email blasts using Mail Chimp. • Verify new friend requests as real person (check friends and postings) on MNWS Facebook fan page. Accept new members. Post art items of interest and encourage board members to post. Create events for meetings, workshops and exhibitions on MNWS Facebook Fan page. • Report total Facebook followers and # new followers at board meeting. • Collaborate with board for additional opportunities for publicity. • E-mail reminders and content to membership as requested by event chairpersons. (Chairperson provides content) • Send a news release after exhibition opens with list of winners (Chairperson provides content) • Email information and reminders for Member's Day event. • Apply your creativity and ideas for improvement. • Review/update guide for transition of chairperson.
Experience Recommended	• Management skills • Interpersonal skills • Communication skills (oral and written) • Organization skills • Computer skills: general navigation, document creation/editing, Google Drive, Social media, Facebook and Mail Chimp (email software)