

RESPONSIBILITIES ADVERTISING EXECUTIVE

The Advertising Executive is one of the most important people on our committee as without advertising no-one would attend our event! They will be responsible for assisting in the promotion, digital & print media advertising and live media streaming on and prior to the day of the event.

Their responsibilities include the following:-

- BE FAMILIAR WITH PUBLICATIONS, MEDIA SITES AND HAVE A GOOD WORKING RELATIONSHIP WITH REPORTERS FROM AFORESAID MEDIA
- LIAISON WITH THE LOCAL, NATIONAL & PROVINTIAL MEDIA TO ENSURE REGULAR COVERAGE OF THE EVENT AND ANY FUNDRAISING EVENTS
- PUNCTUAL & REGULAR COMMUNICATION WITH EVENT COORDINATOR REGARDING DETAILS OF COSTS & REQUIREMENTS (e.g. PAID ADVERTISING, TRANSPORT COSTS)
- PROVIDE REGULAR UPDATES ON SOCIAL MEDIA SITES AND ASSIST WITH UPDATING THE EVENT WEBSITE IF REQUIRED
- BE INVOLVED IN POSTER, FLYER & PROGRAMME PRODUCTION AND DISTRIBUTION
- RECRUITING ADDITIONAL TEAM MEMBERS TO ASSIST WITH ADVERTISING NEEDS

IT IS ESSENTIAL FOR THE ADVERTISING EXECUTIVE TO BE CURRENT WITH ALL INFORMATION REGARDING THE EVENT AND BE ABLE TO COMPLETE ANY REQUIREMENTS FOR ADVERTISING IN A TIMELY MANNER – OR SHOULD DELEGATE THAT JOB TO ANOTHER RESPONSIBLE / KNOWLEDGABLE PERSON IN THEIR ABSENCE.

THIS INFORMATION SHOULD BE FOLLOWED IN CONJUNCTION WITH THE COORDINATORS ROLE INFORMATION SHEET

(available online at www.colchesterhighlandgames.com/volunteers/member-page)

THANK YOU FOR VOLUNTEERING YOUR TIME.