

Publicity Director

Last updated 4/23/2015

The Publicity Director promotes the Guild and Guild events with the goal of growing membership and increasing participation at Guild events. Duties and responsibilities include but are not limited to the following.

- Advertise Guild events in the major woodcarving publications (both printed publications and online resources).
- Interface with Guild carving instructors to assist getting them promotion on the Guild website and in carving publications.
- Coordinate photographing and video recording of Guild events and activities. This includes. Documenting awards, competition winners, whittling contest results, etc.
- Promote placing news articles in carving publications, news media, TV, Radio to announce guild events in advance and report on event activities.
- Draft proposals for paid advertising of Guild shows for Board approval. Once approved work with the show chairperson to draft advertisements. Follow through to get advertisement published in appropriate media in a timely manner.
- Manage the ads on the Members Area home page. This includes interfacing with members wishing to display ads, accepting ad source documents and passing them to the web master, setting guidelines for how ads are displayed and how to cycle ads when more ads exist than space allows.