

N -Title of Role: - Advertising Coordinator for Annual Pelham Art Festival

-Objective of the Role:

To ensure that the annual Pelham Art Festival is promoted through print, radio and television media and work with other volunteers who are promoting the Festival through Social Media. The event is to take place at the Meridian Community Centre for the annual Mother's Day Weekend Art Festival Show and Sale.

-Broad outline of Tasks/Responsibilities:

To participate in the Pelham Art Festival Committee which meets monthly to make plans and decisions together for the annual Pelham Art Festival related to properties and all other functions.

A detailed job description including contact numbers and work time line is available for the Advertising Coordinator. The volunteer will make contacts or phone calls in the months and weeks before the Show to make sure that all needs are covered.

The Advertising Coordinator will be proactive in seeking cost effective and free methods of promotion.

The Advertising Coordinator will develop an advertising proposal to present to the committee and then will proceed with the promoters according to the timelines they require at your own convenience.

-Primary Contact (please include email or phone number):

pelhamartfestival.com; Heidi TeBrake Chair person - 905-892-8059,

Time Commitment:

Monthly Committee meetings and email contact in between meetings as needed.

There are phone calls or emails to be made in advance of Show at your convenience, typically from about January to May.

Please include minimum number of hours required per volunteer shift and/or specific dates/times (if this info is known – it can always be added in at a later date)

Monthly Committee meetings are usually held at Library from 7-9 pm on the first or second Monday of the month from September to June. The schedule is arranged for the year in September.

The Pelham Art Festival takes place at the Meridian Community Centre on Mother's Day Weekend every year and 2019 will be the 33rd year. The Pelham Art Festival is open to the Public from Friday 7.00PM to 10.00PM and Saturday and Sunday from 11.00 AM to 5.00 PM.

During the weekend of the show, as a committee member you will be expected to assist or attend and participate when it is convenient for you just as all committee members do.

-Skills and Qualifications Required: (if applicable)

The Advertising Coordinator is to work with other Committee members and to participate in making team decisions.

The Advertising Coordinator must be able to follow existing job description with contact numbers provided and process as described initially. Adjustments can be made to suit your own style of working and to accommodate your new ideas.

-Volunteer Outcomes/Benefits: (Ex. Skills they will develop, experiences they will gain):

The coordinator will gain opportunity to participate in organizing a well respected successful Annual Art Festival and work with active willing volunteers who are passionate about their parts in arranging for the annual show.

The coordinator will have an important part in promoting the annual Mothers Day event and in helping to arrange for the Pelham Art Festival to facilitate the sale and appreciation of art in the community. Funds are raised for the Pelham Library System and to Support Community Art Projects and Art Scholarships in the Community.

Note

*This position can be combined with other tasks that need to be completed as per the interests and choices made by the volunteer.

*Further details about the Pelham Art Festival can be found at pelhamartfestival.com

Heidi TeBrake

Pelham Art Festival Chair-person
