



# BOARD OF DIRECTORS

## DIRECTOR OF MARKETING AND COMMUNICATIONS

Updated: February 10, 2013

### SUMMARY

This position plans, oversees and/or implements all aspects of marketing, merchandise sales, promotion, advertising, public relations and positioning to achieve and exceed revenue and audience goals for Voices of Omaha. It is expected that various components outlined below may be handled by additional persons. This position serves as “keeper of the brand” and ensures that the image of the organization remains professional and consistent with the mission of Voices of Omaha. The Director of Marketing and Communications actively explores the latest trends in marketing and public relations to reach audiences and new chorus members from various generations and ethnic backgrounds. It is understood that the parameters of this position may change based upon new opportunities or changing circumstances.

### DUTIES AND RESPONSIBILITIES

#### COLLATERAL DESIGN

- Submits orders to professional VOO designer to produce posters, print ad layouts, business cards and other printed materials as needed.
- Works with Director of Community Outreach, Director of Development, and other Board members to ensure all sponsors and community partners are acknowledged appropriately on printed materials.
- Approves all design layouts before going into print production

#### PRINT MEDIA

- Working with media sponsor (if any), plans and implements print advertising flight schedule.
- Prepares and submits press releases for distribution
- Prepares concert program

## **ELECTRONIC MEDIA**

- Submits performance/event date(s) to free listing websites.
- Maintains the organization's social media presence with interesting and pertinent postings: Facebook, Google+, LinkedIn
- Serves as webmaster, keeping [www.VoicesOfOmaha.org](http://www.VoicesOfOmaha.org) website current and engaging.
- Working with media sponsor (if any), plans and implements electronic advertising flight schedule.

## **BROADCAST MEDIA**

- Schedules TV interviews for artistic director and others on local midday or morning shows.
- Schedules radio interviews for artistic director and others as needed.

## **MERCHANDISE**

- Develop and implement merchandising strategies to further brand recognition in the community and serve as a revenue stream for the organization. (examples: logo-branded polo shirts, sweatshirts, coffee mugs, license plate frames)

## **PUBLIC RELATIONS/COMMUNICATIONS**

- Prepares and submits press releases for distribution
- Attends Greater Omaha Chamber of Commerce events
- Schedules professional photography services as needed
- Maintains email lists within the ConstantContact.com system
- Produces quarterly newsletters for eblast via ConstantContact to the membership and donors
- Acts as spokesperson for Voices of Omaha when appropriate

## **MINIMUM REQUIREMENTS**

- Proficient in Microsoft Word, Excel, and PowerPoint (or Prezi)
- Computer with internet access
- Proficiency in WordPress (website management software) desired, not required
- Strategic thinker
- Excellent budgeting skills
- Excellent interpersonal communication skills
- Excellent copy writing skills