

# Sterling Main Street PROMOTION COMMITTEE

## Position Description



### **General Information:**

- Type: Volunteer  
Term: A one (1) year commitment is asked for as a minimum  
Reports to: Committee Chair\*  
Description: The Promotion Committee sells the downtown as a center of activity, markets its unique assets and promotes its positive image.  
Comments: With an effective promotion strategy, Downtown Sterling's positive image is promoted through retail promotions, special events and marketing campaigns implemented by Sterling Main Street.

### **Performance Requirements:**

- Attendance: Regular attendance at Promotion Committee Meetings is expected.  
Effort: You are expected to give this job your best effort; to stay informed, ask questions and participate in discussion, decision making and implementation of Promotion Committee activities.

### **Specific Job Duties:**

- Attend Promotion Committee meetings and actively participate.
- Accept assignments and tasks that ensure the objectives of the committee are met.
- \* Additional duties required by Committee Chair include:
  - Working with the Executive Director to prepare agenda for committee meetings.
  - Lead committee meetings.
  - Prepare reports on committee activities, as needed, for the Board of Directors.

### **Objectives of the Promotion Committee:**

- Development of marketing assets for downtown including, but not limited to, photo and video inventory, social media filters, and other graphic design.
- Development of annual marketing plan for Sterling Main Street including social media campaigns, e-newsletters and website blogs, print media and other mediums as needed.
- Work with other Main Street committees to provide promotional support as needed.
- Identify and implement new ways to promote Downtown Sterling.

### **Time Commitment**

- Promotion Committee Meetings: Promotions Committee will meet quarterly (more frequently if needed). Meetings should last 60-90 minutes.  
Additional Time Commitments: The additional time commitments for this position are spent in recruiting new committee members and carrying out the tasks and responsibilities of the committee.

