

NETMGA POSITION DESCRIPTION

Publicity Chairperson

Created 5/6/19

Position Overview: Publicize NETMGA events such as festivals and new Master Gardener classes.

Qualifications:

- Strong organizational skills
- Strong verbal and written communication
- Access to email

Responsibilities/duties:

- Attend Board Meetings
- Gather information on upcoming events and work with Extension Office staff to create fliers
- Develop and maintain a contact list for publicizing events
- Utilize media outlets to promote upcoming NETMGA events:
 - Provide local newspapers and magazines with press release information
 - Contact local television and radio stations to schedule appearances
 - Distribute fliers to all local libraries, community centers, garden centers, colleges, universities, and expos

Time commitment: Varies, but can be 6 – 10 hours per event, beginning a few months prior to the event.