**Sterling Main Street**

# PROMOTION COMMITTEE

**Position Description**

***General Information:***

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| Type: | Volunteer |
| Term: | Ongoing |
| Reports to: | Committee Chair* |
| Description: | The Promotion Committee sells the downtown as a center of activity, markets its unique assets and promotes it 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:***

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| 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***

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| Promotion Committee Meetings: | Promotions Committee Meetings are held on the 2nd Monday of each month at 4:00 PM at the Sterling Main Street Office. |
| 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. |

*Updated: April 2024*