

Marketing Chair Job Description

The Marketing Chair oversees the promotion of the PaBIA brand and its vision in all concrete forms, its benefits to the membership and wider Pointe au Baril community. The Chair is encouraged to promote new ideas and oversee the implementation of those decisions to expose the entire Pointe au Baril area to a clear understanding of what/who PaBIA is. The Chair is welcome to create a committee with interested PaBIA members to roll out new products, designs, and ideas intended to promote PaBIA within the community.

Time spent in the following areas, all of which are done in collaboration with others, especially the Communications Chair, is about 1-2 hours per week, although concentrated time would be likely needed to implement new programs.

The tools available to assist in that promotion include:

- Weekly summer **eBlasts** created to give members timely, short, informative pieces, including reminders, in an attractive and familiar format that allows them to quickly scan for relevance and easily read what prompts their interest.
- Bi-monthly *Connections* **eNewsletters** during the off-season months provide more in-depth articles on a variety of topics both timely and ongoing.
- The **Yearbook** is a much sought after and regularly used resource for both the PaBIA and Ojibway Club membership. It contains dedicated pages for both organizations including OHPS, feature articles, messages from our local politicians, calendars, advertisers, emergency numbers and the membership listings for both organizations.
- The **PaBIA website** is a tool that offers a powerful introduction to PaBIA with our mission front and centre, enhanced by three spectacular photos that scroll slowly across your line of vision and frequently visited areas such as:
 - Upcoming events
 - Local weather
 - A new bulletin board to support individuals wanting to post items

The website provides a fresh, modern look and a user-friendly platform for a more responsive experience including our multi-purpose calendar. Members and visitors will find much more information logically organized under Director portfolios, and will quickly find:

- Tons of links to a wealth of environmental articles,
- Our affiliated organizations,
- Advertisers,
- Activities,
- Safety and more.

The opportunity to make comments on our blog or ask questions about articles interesting to readers is a new element. Visitors can shop in our store for extra Patrolman Tags or Burgee flags! And, of course, non-members can sign up for our free eBlasts and

eNewsletters and can easily join PaBIA and make their payment online.

- A series of **PaBIA cards** on a variety of helpful topics from Marine Patrol to Safety to Health concerns have been created to assist members and others with important information all in one place.
- Strategically placed **community bulletin boards** provide flyer reminders of events.
- **Sandwich boards** on the Ojibway dock promote all PaBIA sponsored events: boat safety courses, Naturalist events, sailing races and more.

Branding Standards were created by Jack Marley and adopted by the PaBIA Board in 2012.

The Marketing Chair reports to the Communications Director and works in collaboration with:

- The Membership Chair to ensure that membership promotions are slick, contemporary and well written to engage and encourage non-members to join PaBIA
- The Member Activities Event and Junior Members Chair
- The Safety Chair to help promote the important and involved job of the Marine Patrol
- The Regatta Chairs to discuss T shirts, caps and other soft goods promotional products
- And with other Directors and Chairs to promote events, safety, health, the environment, and any other issues as the need arises.