

Marketing Committee - Accepting Members

Maintains the brand of the AAF NEPA. Works with the President and to execute the brand of the AAF NEPA and its mission to connect all professionals throughout Northeast Pennsylvania's advertising community. Sets the graphic vision and or helps administer for each AAF NEPA event and provides creative in the form of email blasts, invites, and posters. Works closely with the VP of Events or Event Chair to execute the needs of each event. Provides the look and graphic materials to the internet chairperson for the AAF NEPA website. Attends monthly meetings and events to promote the AAF NEPA and its mission.

Public Relations Chair

Marketing Committee Sub Chair

The responsibilities of the Public Relations Chair are:

- Work with the VP of Events to promote events in a timely manner
- Prepare press releases for upcoming programs/events
- Work with all media to secure publicity for our programs/events
- Promote the club activities wherever possible

Email Chair

Marketing Committee Sub-Chair

The responsibilities of the Email Chair are:

- Work with the Website Chair to monitor submissions for information on upcoming programs and member news
- With the help of the VP of Marketing/Secretary and Website Director, create the Monthly Membership Newsletter
- Send the Monthly Membership Newsletter to the email list monthly
- Monitor the response of each campaign
- Promote upcoming events, membership and other campaigns via email

Copywriting Chair

Marketing Committee Sub-Chair

The responsibilities of the Copywriting Chair are:

- Provide copy for club activities and website updates when asked
- Proofread and provide suggested changes to club communications
- Assist the Marketing Committee when asked
- Assist PR Chair with press releases when asked

Design Chair

Marketing Committee Sub-Chair

The responsibilities of the Design Chair are:

- Provide creative assets for club activities and website updates when asked
 - Social media graphics, flyers, digital assets, etc.



- Prepare files for print, when needed.
- Assist the Marketing Committee when asked
- Assist AAA Committee when asked

Website Chair

Marketing Committee Sub-Chair

The responsibilities of the Website Chair are:

- Maintain the AAF NEPA website and Adflix website
- Prepares the NEPA AAF website for AAA submissions and judging.
- Perform web updates when asked
- Recommend usage of new technology
- Monitor member news submissions and alert VP of Marketing to new submissions