

# PPWG Advertising Manager

*(Revised March, 2019)*

The Advertising Manager is responsible for acting as liaison between parties interested in supporting and/or maintaining visibility of goods and services to the guild membership.

Term of office is normally one year and may be asked to serve one or more consecutive years.

## Responsibilities

- Maintain & update current advertiser and prospective advertiser list.
- Solicit annual advertising for Newsletter from current and prospective advertisers.

## Annual Schedule

### **June:**

Mail, phone, email, and visit current advertisers, thank them for advertising with PPWG, and ask if they would like some membership forms and PPWG literature. Continue following up with prospects throughout summer via phone, visit, and email.

### **Before August 19:**

Submit final list of advertisers to Newsletter Editor (electronic)

Confirm receipt of electronic graphics by Newsletter Editor.

Confirm receipt of business membership forms with Membership Chair (hard copies).

Confirm receipt of payments with Treasurer.

### **Before September meeting:**

Submit expense reimbursement form to Treasurer.

### **Rest of the Guild Year:**

- Administer and support requests for advertising working with Newsletter Editor, Secretary, Treasurer prior to monthly newsletter closing (20<sup>th</sup> of month).