



Job Description: Promotions Manager

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Section: School Volunteer Positions

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VOLUNTEER POSITION: Promotions Manager

TIME COMMITMENT: Entire school year

DESCRIPTION: Promote fundraising events, promote school events, track and report on Ticket Sales, work with the Winterfest, Auction, SPARC, and Marketing Committees

GUIDELINES:

- Work with school to promote fundraising events both through print and social media
- Provide insights and suggestions on ticket pricing for Raffles and Events
- Help locate Sponsorships for the Benefit Auction (the Bar, Entertainment, the Dessert Table, the DJ, and the Dinner expenses)
- Act as the conduit between the Marketing Committee, the Winterfest Committee, and the Auction Committee for marketing needs
- Assist the Marketing Committee with Social Media advertising as it relates to promoting ticket sales for both the Winterfest Committee and the Benefit Auction
- Provide updates to Auction Committee on Sponsorship developments
- Work with school administration to track ticket sales for both the Winterfest Raffle and the Benefit Auction
- Provide reports on Ticket Sales to both the Winterfest and Auction Committees (Winterfest is in December; Benefit Auction is in March/April)
- Attend meetings as required/requested (meeting are typically through Zoom with occasional in-person meetings)



Monthly Duties:

September:

- Assist with getting updated Winterfest and Auction Tri-folds online
- Work with the Winterfest Committee and Auction Committee to set prices for tickets
- Work with Marketing Committee to develop promotional materials for Winterfest and the Benefit Auction
- Begin the task of looking for Sponsorships for the Benefit Auction

October:

- Assist school administration with putting together the Parent Packages for distribution in November (Winterfest and Benefit Auction promotional materials, Winterfest Raffle Ticket Bundles, Keepsake Catalog forms)
- Begin tracking ticket sales for both the Winterfest Raffle and the Benefit Auction

November:

- Tracking ticket sales for both the Winterfest Raffle and the Benefit Auction, and providing updates to the Winterfest and Auction committees
- Assist school administration with student prizes for Winterfest ticket sales (weekly)
- Assist Marketing committee with promoting Winterfest on Social Media
- Continue looking for Sponsorships for the Benefit Auction; provide updates to the Auction committee on any information

December:

- Tracking ticket sales for both the Winterfest Raffle and the Benefit Auction, and providing updates to the Winterfest and Auction committees
- Continue assisting the Marketing Committee with promoting the Winterfest Raffle and the Benefit Auction through Social Media
- Provide final sales report for the Winterfest Raffle to the Winterfest committee
- Continue looking for Sponsorships for the Benefit Auction; provide updates to the Auction committee on any information



January - March:

- Tracking ticket sales for the Benefit Auction and providing updates to the Auction committee
- Continue assisting the Marketing committee with promoting the Benefit Auction through Social Media
- Continue looking for Sponsorships for the Benefit Auction; provide updates to the Auction committee on any information

April:

- Tracking ticket sales for the Benefit Auction and providing updates to the Auction committee (if Auction is in April)
- Continue assisting the Marketing committee with promoting the Benefit Auction through Social Media (if Auction is in April)
- Continue looking for Sponsorships for the Benefit Auction; provide updates to the Auction committee on any information (if Auction is in April)
- Follow up with any outstanding payments for Sponsorships; assist with acquiring any products donated from Sponsorships
- Assist school administration with final sales report for the Benefit Auction
- Provide final sales report on the Benefit Auction to the Auction committee

May:

- Attend final Auction committee meeting to discuss adjustments for next year (if any)
- Provide insight/suggestions in relation to Marketing materials and sales promotion
- Provide suggestions for ticket pricing (both for raffles and event tickets)