

Inland Northwest Council of Libraries (INCOL)

<http://incol.sclld.org/>

Position Description

POSITION TITLE: Event Marketing Specialist
POSITION SUMMARY: Create and distribute a flier for two INCOL Continuing Education (CE) Workshops.

RESPONSIBILITIES:

1. Create a flier for two INCOL CE Workshops.
2. Distribute the completed flier to INCOL members.

PROCEDURES:

1. Create the flier and include the following information:
 - a. The title of the workshop.
 - b. The presenter's name.
 - c. The date.
 - d. The location in detail with street address and the name of the building.
 - e. The workshop description (provided by the presenter).
 - f. Optional, but nice: a short biography and a photo of the presenter (either provided by the presenter or by their website).
 - g. The times for the morning and afternoon session.
 - h. The registration time.
 - i. The pre-registration deadline and contact information.
 - j. The following fee notices: "No registration fee for employees of INCOL member libraries", "\$25 for non-INCOL members", and "\$5 for library tech students".
 - k. Links to location maps, websites, or other useful information.
2. A draft version should be emailed to INCOL CE committee members for review prior to finalization.
3. The flier should be completed several weeks before the preregistration deadline.
4. Email the finalized version to all INCOL members and ask them kindly to post, distribute and forward on.

Approved: May 22, 2013

Revised: