

Carlsbad Softball Association Publicity Manager

Description of Position:

The Publicity Manager interacts with CSA members to advertise coming events such as registrations, opening day, all-star tryouts, etc, by producing a bi-monthly or monthly Internet newsletter to be sent to all CSA families. He/she also interacts with local newspapers to advertise noteworthy events or accomplishments. Some computer skills and a high speed Internet connection will be necessary.

Reporting Relationships:

The Publicity Manager reports directly to the Events Manager in relation to coming events and event results. He/she also interacts a great deal with the Secretary and other Board members to produce the bi-monthly or monthly newsletter.

Time requirements:

- Attend quarterly Board meetings.
- Approximately 5 hours inputting names and email addresses into an address book at the beginning of the season.
- Approximately 1-2 hours per week developing and sending the monthly newsletter.

Season Schedule:

December through May: Bi-monthly newsletters

June through November: Monthly newsletters

November: Advertise spring registration in local newspaper.

Individual Tasks:

- Input all addresses for CSA members into personal computer.
- Gather newsworthy items and assemble bi-monthly or monthly newsletter
- Place items in local newspaper Community or Community Sports section.

Related Documents:

Samples of previous newsletters at CSA web site archive.

7/10/2006