

Somersetshire Coal Canal Society

Role Description – Marketing Secretary

The Society publishes a quarterly magazine 'Weigh-House' to inform existing members of its activities. The duties of the Marketing Secretary are to publicise the activities of the Society to the wider general public with the aim of increasing membership, active volunteers and fostering public goodwill. Duties include the following:

- To form relationships with local news outlets, including printed and online news outlets
- To create and manage the Society's social media presence
- To write and distribute articles to news outlets and social media highlighting the Society's activities, in conjunction with other committee members
- To design and manage advertising materials such as public leaflets
- To co-ordinate the marketing of the Society at local events using the gazebo stall, working with volunteers

Note: This is a new role and the team member will have the opportunity to bring their own ideas to the position.