	THE OTTAWA GUILD OF POTTERS
	COMMUNICATIONS AND PUBLICITY COMMITTEE CHAIR / CO-CHAIR-Volunteer Job Description, **Ottawa Guild of Potters – Executive Position** Prepared by Sandra Marshall, June 2010
Organization	**The Ottawa Guild of Potters (OGP)** is a non-profit organization to further the knowledge of ceramics and support the work of area potters. Monthly meetings are conducted and workshops and seminars are held. Two sales are held each year. One in April along with a juried exhibition and one in November. Local charities are supported, and there is a bursary program for area high school students. The newsletter is distributed monthly to the members. This position description is for a volunteer role that a Guild member takes on.
Position	**Communications and Publicity Committee Chair (CMC Chair)** **(formerly Newsletter Editor)**
Function	**Internal/Operational** The CMC Chair functions as a member of the Guild Executive Committee throughout the year. The CMC Chair may be asked to represent or act on behalf of the Guild and shall substitute for the President in the event of that person's absence.
Requirements	The CMC Chair is expected to attend all Executive Committee meetings (usually 8-10 per year) and participate in group email discussions between meetings and special executive meetings. This position requires someone who will help develop and co-ordinate the communications and publicity strategy for the guild, both internal and external relations. This Committee focuses on the Guild's media and public relations with the communities in which we operate in order to promote ceramics/ pottery as a product of value both for functional use and for sculptural purposes. It will build connections with Guild members, the media and with the public
Duties	The CMC Chair and committee are accountable to: - Keep Guild members aware of the Guild activities via the Newsletter. - Maximize outreach to the public via the website, articles, email list and social media. - Make media aware of Guild activities and help ensure that our events are

	publicized in media calendars and, if required, by advertising. This work will be closely coordinated with the Sales Committee, - The CMC promotes the Guild's visual branding in all the Guild's promotional materials, both internally and externally. The Executive also needs to ensure that it uses the logo with the words Ottawa Guild of Potters and the top of all written and electronic documents, letters, posters, etc. as designed, - The Communications Chair organizes CMC planning meetings, attends Executive meetings and informs this body of the work planned and undertaken by the committee and its needs. A member may participate on external working groups supporting the artistic community, if desirable. - A person on the CC serves as primary liaison with other organizations in the community and may organize participation in other venues, such as booths at art shows, community events, - A person on the CC will assume the duties of answering the Guild voice mail and information email address, - The Sale Committee Publicity Coordinator should be a member of the CMC and should participate in the decision-making for Sale-related materials and media contacts. This person ideally would be the media relations contact, and develop contacts with the press and encourage articles and interviews, - The Exhibition Coordinator should be a member of the CMC and encourage publicizing of the Exhibition and setting up of exhibitions, - A member of the CMC is webmaster. Ensure all Guild events are linked to as many event web pages as possible, and newspaper event lists. Keep the website current and active. Coordinate with Newsletter Editor to make appropriate information available online to the public, - A member of the CMC is newsletter editor. Keep members informed of the proposed activities, their outcomes and of decisions taken at meetings, as requested by the Executive Committee members. Write and encourage others to provide interesting articles for the newsletter and the website. Recognize the sponsors of our events and the volunteers, - Graphic work on posters and ads
Accountability	This position is directly accountable to the President of the Guild and to the membership at large.
Term	Up to a maximum of three years at one time. The Communications and Sale Application Manager is expected to recruit and train a replacement at least 1 year before retiring from this position.
Benefits	Great opportunity to gain experience as a Communications and Publicity Director of a small enterprise
Approval and Review Dates	This job description was approved by the Executive <date> It is scheduled to be reviewed in <date>.