

Publicity & Marketing Chair

GSG is looking for a creative person to volunteer for the Publicity & Marketing Chair position. This person will report to the GSG President and Board and will lead a 2-5 member committee. The responsibilities of this chair person are outlined below; they usually only take a few hours a month. The MailChimp account, mail list, and templates have already been created; training will be provided for using MailChimp.

To apply for this volunteer position, send an email to President@GenealogicalSpeakersGuild.org with your name, contact information, and details of your experience relating to publicity and marketing. Applicants must be current members of the Guild and the deadline for receipt of applications is 20 April 2020. If you have any questions, please do not hesitate to ask.

Responsibilities of the Publicity & Marketing Chair will include:

- General:
 - Prepare a written report for each Board meeting. The report should contain at a minimum the status of the committee's current endeavors and goals.
 - Prepare and present to the Board for approval an annual plan for improving Guild publicity and marketing including a plan for publicizing the benefits of the Guild to the genealogical world.
 - Participate in discussions of other committees as requested to provide ideas related to membership participation, marketing, and publicity.
- Publicity:
 - Send general emails to membership, as needed, using MailChimp.
 - Use Social Media to communicate the Guild's mission more broadly, to share new posts on the website, etc.
- Marketing:
 - To other societies:
 - Inform the Speak! Societies column writer about new or updated benefits to societies. These benefits should highlight the reasons for societies to select speakers from the Guild membership, instruct the societies on creating a call for proposals, and encourage the societies to subscribe and read the public GSG newsletter *SPEAK!*.
 - For GSG members:
 - Provide Call for Proposals information to the webmaster and the *SPEAK!* editor to keep current the material under their responsibility.
 - Develop other services for the membership to help them improve their professional speaking career such as instructions on preparing webinars, answering a call for proposals, updating individual webpages, etc.
 - Develop ideas to encourage speakers to join the Guild and renew their memberships.