

Cal Club Autocross Communications Chair

Term: Ongoing

Responsibilities:

- Market and publicize Cal Club Autocross through print, online, and social media in the hopes of attracting new members and retaining current base
- Develop, refine, and enforce branding guidelines
- Write and submit press releases on local, regional, and national events where Cal Club Autocross members participate (may be delegated)
- Create upcoming events on Facebook (may be delegated)
- Share SCCA and Solo Matters Facebook posts that are relevant to member base
- Share photos on Instagram and share photos/posts on Twitter
- Prepare print or digital marketing materials (may be delegated)
- Oversee creation of program for annual banquet (may be delegated)
- During events, post pictures/information to social media (may be delegated)
- Coordinate media requests
- Use MSR to eblast members about upcoming events/event recap surveys (may be delegated)
- Plan and execute social outings for the club (may be delegated)

Time commitment the rest of the month: Medium

Time commitment preparing for event: Light

Time commitment during event: Light

Time commitment after event: Medium

Help is available from: eboard, club reps