

**Shantideva Center
Publicity Manager
April 2019**

General Description of Responsibilities

The Publicity Manager is responsible for developing and coordinating promotional campaigns and materials along with deciding which venues will be used for publicity and advertising. The Publicity Manager reports to the Director and works closely with the Communications Manager, graphic design team, Spiritual Program Committee, Website Developer, and Assistant Director.

Specific Responsibilities

- Maintain and update the publicity calendar, including all event announcements, reminders, and posts on social media (Facebook, Twitter, Instagram).
- Review and schedule weekly e-mail
- Assemble and schedule e-mail announcements
- Coordinate promotional materials with graphic design team
- Create webpages in WordPress
- Update website weekly
- Pending Social Media Coordinator, post all events on social media and Internet venues.

Skills

- Experience with publicity, marketing, or community outreach are highly desirable. Facility with WordPress is a strong asset, and proofreading experience is helpful.