

## **JOB DESCRIPTION FOR EVENT PLANNING COMMITTEE VOLUNTEERS EVENT PROMOTIONS TEAM**

**Summary:** The Literacy Coalition is hosting Reading Between the Wines this fall, and we are looking for volunteers to help us make it a successful event!

Literacy is more than knowing how to read. It is using information to function in society and develop one's potential. **We believe everyone should have the skills they need to reach their full potential.** And to function in society, achieve goals and develop their potential, families and individuals must understand medical instructions, use a computer, navigate the transit and workforce systems, and more. The Literacy Coalition embeds its high-quality programs in the business, healthcare and nonprofit sectors to deepen the impact of nonprofits, strengthen the business workforce and build stronger communities.

**Reading Between the Wines** features signature pairings of locally produced food and other beverages and the opportunity to mix and mingle with the "tastemakers" of Austin—all while having fun for a good cause! As a volunteer on the event planning committee, you will help with the development and execution of a marketing plan to drive ticket sales leading up to the event and media exposure on the day of the event.

### **Essential Duties and Responsibilities:**

- Build on 2016 marketing plan to promote ticket sales via snail mail, email marketing, social media and more
- Manage media list
- Place event on all media, community and online calendars
- Draft and distribute media alert
- Manage content for website event page
- Secure and coordinate best photo opportunities with photographer
- Assemble press kits and manage media during the day of the event

### **Requirements:**

- Must be dependable and punctual
- Be courteous and personable when dealing with the public

- Be self-directed, willing to take initiative, and detail-oriented
- Social Media experience
- Be verse with different source of promotion source in Austin
- Be able to work independently

### **Time Commitment:**

- Must be able to commit 2-4 hours a week February-October 2017, plus a 6-hour commitment the week of the event

### **Benefits:**

- Contributing to a stellar mission
- Gain Marketing/ PR experience
- Network with 400 Austin professionals
- Additional training and skill-building can be provided if interested

**SIGN UP TO VOLUNTEER: [willread.org/volunteer](http://willread.org/volunteer)**

Thank you for being part of our team!