



# Port Fish Day, Inc.

PO Box 564

Port Washington, WI 53074

[info@portfishday.com](mailto:info@portfishday.com)

## Marketing/ Digital Graphics

### Organization Mission

Port Fish Day, Inc is a 501(c)(3) non-profit charitable organization of volunteers dedicated to celebrating the citizens and history of the city of Port Washington, WI and support the civic organizations that support the city.

The civic organizations supported by Port Fish Day, Inc are:

- Ozaukee Lodge #17 F&AM
- Port Washington Lions Club
- Port Washington Rotary Club
- Port Washington Yacht Club
- St John's Mens Club
- VFW Post #7588

Port Fish Day is held on the 3rd Saturday of July every year in the harbor area of beautiful Port Washington, WI.

### Position

This person serves as the point of integration within the Fish Day Committee to drive consistency of the Fish Day brand.

### Tasks

#### General Tasks:

- Oversee the festival's goals and objectives as it relates to marketing and digital graphics.
- Coordinate with the Webmaster and Marketing/ Public Relations Chair to ensure that the information on the website is maintained, up-to-date, and accurate.
- Strong partnership with the Webmaster and Marketing/ Public Relations Chair to ensure that all materials represents the goals and objectives of Fish Day.
- Prepare budget proposal for approval by the Fish Day Board of Directors.
- Develop the graphics for the Daily Schedule.

#### Monthly Planning Committee Meetings:

- Attend monthly Planning Committee meetings or request permission to be absent from the General Chairman.
- At monthly Planning Committee meetings arrive on time, come prepared, participate, and act professionally.
- Keep an open line of communications with all other Fish Day Planning Committee members.
- Prepare a Marketing/ Public Relations report for each monthly Planning Committee meeting.



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### Skills

#### Required Skills:

- Commitment to the vision, mission, and goals of Port Fish Day, Inc.
- Basic computer skills including use of email, word processing, and spreadsheets.
- Basic knowledge of social media tools such as Facebook, Instagram, and Twitter.
- Intermediate knowledge of graphic design tools such as Adobe Illustrator or Indesign.
- Strong communication.
- Willingness to collaborate and incorporate the ideas of others.
- Willingness to lead a team.
- Able to work within a budget.

#### Nice to Have Skills:

- Demonstrated experience with speaking to diverse group of people.
- Basic knowledge of public relations.
- Photography experience.
- Willingness to speak on an as-needed basis to promote Port Fish Day.

### Schedule

Prepare for and participate in the Monthly Planning Committee meeting held the 2<sup>nd</sup> Thursday of every month at 7:00pm.

6-8 Months Prior to Port Fish Day participate in the theme brainstorming session.

6 Months Prior to Port Fish Day using the winning annual logo, make appropriate updates to make the image digitally appropriate for all mediums.

1-3 Months Prior to Port Fish Day work with all committee Chairs, as appropriate, finalize the Daily Schedule.

### Screening

Must be able to successfully pass a background check.

### Last Updated

August 12, 2019