



Port Fish Day, Inc.

PO Box 564

Port Washington, WI 53074

Marketing/ Public Relations Chairman

info@portfishday.com

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 marketing and public relations.

Tasks

General Tasks:

- Oversee the festival's goals and objectives as it relates to marketing and public relations.
- Coordinate with the Webmaster and Marketing/ Digital Graphics Chair to ensure that the information on the website is maintained, up-to-date, and accurate.
- Strong partnership with the Webmaster and Marketing/ Digital Marketing Chair to ensure that all materials represents the goals and objectives of Fish Day.
- Develop an advertising campaign plan.
- Prepare budget proposal for approval by the Fish Day Board of Directors.
- Coordinate all advertisements regarding Fish Day.
- Manage the Fish Day Facebook page to keep it current.
- Develop the layout for the Daily Schedule.

Your Committee:

- Prepare a manpower plan for Fish Day.
- Responsible to secure volunteers to assist, as needed.
- Responsible for the conduct of all Marketing/ Public Relations volunteers.
- Share pertinent Committee information with your volunteers.

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.
- Intermediate knowledge of social media tools such as Facebook, Instagram, and Twitter.
- 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 graphic design.
- 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 2nd Thursday of every month at 7:00pm.

6-8 Months Prior to Port Fish Day coordinate a theme brainstorming session. Can be part of a monthly meeting or a separate meeting.

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

Port Fish Day coordinate taking pictures throughout the day, posting on social media, and maintaining a visible presence of what is happening throughout the festival.

Screening

Must be able to successfully pass a background check.

Last Updated

August 12, 2019