



## Oshawa Art Association Inc. Public Relations ~ Job Description

**Summary:** To provide marketing and advertising support for OAA sponsored events (eg., Juried Art Show, Spring & Fall Art Festival.)

This is a voluntary, non-paying position.

### **Duties & Responsibilities:**

- Arranging general marketing via as many free resources as possible such as Rogers Community Page, City of Oshawa Community Page, Snap Papers, Radio Community Billboard Page, Durham Tourism, Art Transitions Pages, and any new sources found;
- Arranging Metroland advertisements for public events such as:
  - Spring and Fall Art Festivals;
  - Juried Art Show;
  - Other events as they are planned;
- Coordinating regularly with Website Coordinator and Social Media re updating information about the general art scene in Durham Region and beyond, upcoming events, demos, workshops in the OAA and information about members' shows, press releases, etc.;
- Arranging specific marketing materials in coordination with Chairs for the above events in the form of printed materials (possibly through places like VistaPrint, or photocopies), and printed publications such as SLATE guides, East of the City, Metro land, and others as you find them;
- Getting materials printed such as business cards, brochures, banners, etc., as requested and as budget allows. Budgets are normally very tight, so finding inexpensive, well placed, opportunities would be beneficial.

### **Authorities:**

- If an elected Director, voting privileges at all meetings.

All expenses shall be reimbursed (save receipts for submissions to Treasurer).

Every Director and Officer in exercising such person's powers and discharging such person's duties shall act honestly and in good faith with a view to the best interests of the Association and shall exercise the care, diligence and skill that a reasonably prudent person would exercise in comparable circumstances. Every Director and Officer of the Association shall comply with the Act, the Regulations, Articles, By-laws and policies of the Association.

### **General Qualifications & Skills:**

- Basic knowledge of Microsoft Outlook or equivalent (for email);
- Knowledge in social media.



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**Revision History**

<b>Revision Date</b>	<b>Changes Made</b>	<b>Reason for Change</b>	<b>Approved by</b>
11-Sept-10	Created Job Description	To establish roles of the OAA Executive	Ron Blackwell
10-Jan-18	Revised to include responsibility and authority (incomplete)	To comply with new By-Laws	Ron Blackwell
24-Jan -21	Updated and finalized job description	To finalize job description	Karen Coyle