

Advertising Coordinator

This is not a formal office bearing role within HBA committee, however the Advertising Coordinator sources vital funds for HBA. The Advertising Coordinator is responsible for advertising on our website, in our monthly newsletter and sponsored social media posts by coordinating information with the website coordinator.

Tasks undertaken:

- Develop and maintain our advertising guide- including pricing. Ensure our pricing is fair (approval from committee is required for new pricing plan)
- Find and contact business that may be suitable for advertising with HBA
- Liaise with Businesses to coordinate advertising: get invoices drawn up, collect all materials in the correct sizes to upload to site. Approve ad copy.
- Maintain spreadsheet of current advertisers; Ensure businesses get opportunity to renew
- Manage sponsored social media posts.
- Coordinate social media shout outs by sending advertisers information to social media coordinator
- Attend all monthly committee meetings
- Find sponsors for annual homebirth conference (includes gathering offerings for conference attendees in the form of discount codes, etc)
- Keep in regular contact and liaise with committee via HBA committee facebook group, monthly meeting or email
- 1 year commitment to role
- Agreement to transition incoming committee member to new role over a number of months if required

Reporting Requirements

- Report on activity at each monthly meeting. Business contacts, Businesses signed at and invoices received.
- Create end of year report with number of advertisers and how much \$ was collected.

Expected and desirable qualities

- Ability to liaise with committee members and coordinators of other organisations and businesses
- Capacity to form good relationships for ongoing advertising support
- Time management skills to ensure that advertising information is provided to Website Coordinator and social media coordinator as required
- Financial management skills to keep track of the income brought in through advertisements
- Capacity to remember when advertisers are due for payments and to chase these up
- Ability to motivate and inspire organisations and businesses to advertise with our association
- Passion for homebirth!

Time commitment

The advertising coordinator could spend approximately 1 hour per month sourcing advertisements, developing relationships, responding to advertising queries etc.