Committee/Activity Title: **Publicity & Promotions (P&P) Committee**

Position Title: Convenor

Accountability: Board

Current Committee/Activity Member(s): Vacant

Time Commitment: tbd

Purpose of Committee/Activity:

- Develop, design and produce publicity materials (digital and print) to promote the Mission, objectives and activities of the OHS.

Purpose of Position:

- Coordinate the design and preparation of publicity and promotional materials (digital and print) in consultation and cooperation with the Convenors of other Committees requiring such items.
- Proactively propose and design products (digital and print) that promote external awareness of the OHS and its Mission and objectives.

Major Responsibilities:

- Consult regularly or as needed with Convenors of OHS events and activities to understand and support their need for publicity and promotional (P&P) materials for upcoming events/activities.
- Design and produce P&P materials requested by Convenors (posters, graphics, logos, brochures, slideshows).
- Propose, design and produce digital and print materials that promote external awareness of the OHS and its Mission and objectives (eg., bookmarks, brochures, posters), including items for use at community outreach events and booths.
- Collaborate with Convenors of Communications committees in identifying and acting upon opportunities for external publicity (external newsletters and social media).

Qualifications:

- Graphic design skills
- Good interpersonal skills, and ability to work cooperatively with OHS Convenors and volunteers
- Good organizational skills & attention to details
- Good proficiency in use of computers and software (word processing, image editing), and in digital design software applications
- Good knowledge of the OHS Mission, events and activities
- Enjoyment of horticulture and gardening