



THE BRITISH COLUMBIA PLAY THERAPY ASSOCIATION

Marketing Coordinator – Education Committee Member

Role:

- Coordinating with Education Director to receive event presenter's requests for marketing images
- Creating marketing flyers for events and ensuring information included meets the requirements of APT and CAPT
- Using flyer to create square images for Facebook and Instagram marketing and emailing that to the Communications Director and to the person currently running the BCPTA Instagram account, including alt text descriptions of images
- Sending flyer with alt text or written description with registration links to community services and others who may be interested in attending BCPTA events
- Keeping an up-to-date list for email marketing for events
- Creating other promotional materials as needed (i.e., membership renewal flyer)
- Gather information required to update the BCPTA monthly updates, such as:
 - Upcoming workshops
 - eLearning Library
 - BCRPT/BCRPT-S member spotlights
 - Membership benefits
 - Other happenings in the helping field (from BCRPT-S members or from cross-promotions)
 - Take play therapy themed pictures to add into updates
 - Use Canva to create updates on a template
 - Send Newsletter Updates to Admin Coordinator to send out
- Attending Education Committee meetings in the evening (approximately every 6 weeks from September - June)
- Attending Board member meetings in the evening (if desired)

Time commitment: 5-7 hours per event plus meetings and attendance at events (if schedule permits)