



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, workshop description, learning objectives, date(s), time schedule, venue(s), early bird date, presenter name and credentials.
- Creating marketing flyers for events and ensuring information included meets the requirements of APT and CAPT. Sending that for approval to Education Director and then emailing the flyer to the Admin Coordinator.
- Sending the flyer with alt text attached or a written description of events with registration links to BCPTA's email list of community services and others who may be interested in attending BCPTA events.
- Updating the community services email list as needed.
- Creating square images for Facebook and Instagram marketing including alt text descriptions of images. Sending that for approval to president and then posting through BCPTA's Meta business account.
- Creating other promotional materials as needed (i.e., membership renewal flyer, BCACC advertisements).
- Being comfortable with using digital marketing and editing tools such as Canva.
- Creating the BCPTA monthly updates, sending to President for approval and then to the Admin Coordinator. Updates typically include information about:
 - Upcoming workshops
 - eLearning Library
 - Book clubs
 - Play Cafés
 - Available BCPTA positions
 - Membership renewal
 - Non-profit job postings related to child and/or play therapy
- 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).