



# 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 president and then emailing this to the Admin Coordinator.
- 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 square images for Facebook and Instagram marketing including alt text descriptions of images. Sending that for approval to president and then posting through Meta.
- Creating other promotional materials as needed (i.e., membership renewal flyer, BCACC advertisements).
- Creating the BCPTA monthly updates to include:
  - Upcoming workshops
  - eLearning Library
  - Other happenings in the helping field (from BCRPT-S members or from cross-promotions)
  - Non-profit job postings related to child and/or play therapy
  - Use play therapy themed pictures to add into updates
  - Use Canva to create updates on a template
  - Send Newsletter Updates to President and Admin Coordinator for approval
- 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).