



# 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)
- 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)