



Alpaca Breeders of the Rockies

Director - Marketing

<p>Purpose</p>	<p>Shape the industry landscape by promoting ABR and its membership to the alpaca community for shows and events, and to the broader public for alpacas as a livestock industry with viable commercial products.</p>
<p>Position Duration</p>	<p>Elected per ABR By-Laws by farm membership for two year term. Term begins in even numbered year.</p>
<p>Tasks</p>	<ul style="list-style-type: none"> <li>• Supports Marketing Committee</li> <li>• Prepares, submits and directs the implementation of the annual Marketing Committee budget once approved by the ABR Board of Directors</li> <li>• Develops and implements through the ABR Marketing Committee an over-all yearly strategic marketing communications plan to support the approved annual marketing budget</li> <li>• Maintains the over-all graphic standards of ABR</li> <li>• Directs the creation and implementation of a marketing communications plan to support major shows in conjunction with the Director – Programs</li> <li>• Supports the creative needs as requested from other ABR Committees when printed or promotional materials are needed for public distributed collateral materials</li> <li>• Develops, with outside resources, if needed a complete list of contacts with various media outlets</li> <li>• Responsible for any and all ABR printed material when it is to be distributed to the outside public,             <ul style="list-style-type: none"> <li>- Press Releases, Print or Digital Mediums for Advertisement (local &amp; regional)</li> <li>- Brochures, Promotional Banners, Booklets, Postcards, etc.</li> <li>- Sales of ABR promotional items</li> </ul> </li> <li>• Responsible for the creation and development of promotional materials when promoting ABR thru multiple outside events.             <ul style="list-style-type: none"> <li>- Events may include</li> </ul> </li> </ul>

	<p>National Western Stock Show  Colorado State Fair  AOA conferences  National Alpaca Farm Day  Other Livestock Events  Other events, as needed</p> <ul style="list-style-type: none"> <li>• Communicates marketing information to ABR members when developed by AOA for the benefit of ABR members</li> <li>• Supports ABR Grant Committee (See ABR Policy, “Fair Grants”)</li> <li>• Responsible for the capture of leads from ABR sponsored events <ul style="list-style-type: none"> <li>- Prepares information for database</li> <li>- Sends database to Event Chair/Manager for distribution to qualified attendees (see ABR policy, “Visitors to ABR Events”)</li> </ul> </li> <li>• Responsible for providing a quarterly article on marketing activities for the Paca Parade</li> </ul>
<p>Liaison &amp; Oversight Responsibilities</p>	<ul style="list-style-type: none"> <li>• Marketing Committee</li> <li>• ABR BOD</li> <li>• Director – Programs</li> <li>• AOA</li> <li>• ABR Grant Committee</li> <li>• Media outlets</li> </ul>
<p>Updated</p>	<p>February, 2011</p>