



Alpaca Breeders of the Rockies

Director - Marketing

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| <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"> • Supports Marketing Committee • Prepares, submits and directs the implementation of the annual Marketing Committee budget once approved by the ABR Board of Directors • Develops and implements through the ABR Marketing Committee an over-all yearly strategic marketing communications plan to support the approved annual marketing budget • Maintains the over-all graphic standards of ABR • Directs the creation and implementation of a marketing communications plan to support major shows in conjunction with the Director – Programs • Supports the creative needs as requested from other ABR Committees when printed or promotional materials are needed for public distributed collateral materials • Develops, with outside resources, if needed a complete list of contacts with various media outlets • Responsible for any and all ABR printed material when it is to be distributed to the outside public, <ul style="list-style-type: none"> - Press Releases, Print or Digital Mediums for Advertisement (local & regional) - Brochures, Promotional Banners, Booklets, Postcards, etc. - Sales of ABR promotional items • Responsible for the creation and development of promotional materials when promoting ABR thru multiple outside events. <ul style="list-style-type: none"> - Events may include |

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| | <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"> • Communicates marketing information to ABR members when developed by AOA for the benefit of ABR members • Supports ABR Grant Committee (See ABR Policy, "Fair Grants") • Responsible for the capture of leads from ABR sponsored events <ul style="list-style-type: none"> - Prepares information for database - Sends database to Event Chair/Manager for distribution to qualified attendees (see ABR policy, "Visitors to ABR Events") • Responsible for providing a quarterly article on marketing activities for the Paca Parade |
| <p>Liaison & Oversight Responsibilities</p> | <ul style="list-style-type: none"> • Marketing Committee • ABR BOD • Director – Programs • AOA • ABR Grant Committee • Media outlets |
| <p>Updated</p> | <p>February, 2011</p> |