



Advertising Coordinator

The Advertising Coordinator works alongside the Show Coordinator to ensure that the Show is advertised locally and across Hampshire to attract visitors on show-day. Tasks involved include:

- Reviewing the advertising strategy from the previous year;
- Obtaining quotes to place adverts in lifestyle magazines and the local parish magazines along with confirmation of advert sizes and deadlines to submit advert. Most of the deadlines are likely to be in May or June;
- Discuss whether there is scope to include either the Show Programme or a leaflet with the parish magazines being distributed in May/June/July;
- Advise the show committee of findings and costs and agree which adverts are to be placed;
- Make the necessary arrangements to book the advertising space;
- Liaise with the Graphic Designer to produce the adverts in whatever sizes are required and ensure that they are sent to the appropriate media source before the deadline;
- If copy is required, review and update the copy from the previous year in collaboration with the Show Coordinator and submit;
- Arrange for any invoices for advertising to be paid.

In order to carry out these tasks effectively, the following attributes are required:

- Ability to work to a deadline and within a budget;
- Being good dealing with people;
- Ability to keep accurate and up to date records;
- Able to work collaboratively as part of a team whilst being able to take the initiative when required;
- Availability to attend as many of the committee meetings as possible. These are usually held on the second Monday of January, March, and May and towards the end of June

The time commitment anticipated for this role is approximately 5 to 8 hours between January and June/July.