

TITLE: Marketing Director

POLICY NUMBER: 101

<p>CATEGORY: Board of Directors</p> <p>DATE OF ADOPTION: 6-10-19</p>	<p>Board Secretary's Affirmation of Official Board Action Adopting This Policy</p> <p><i>Madelaine D. Yannaccone</i></p> <hr/> <p>Secretary</p>
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Objective:

Maintain and increase Villager knowledge of the Villages Amateur Theatre and its various productions using marketing and publicity techniques.

Policy:

There shall be a Director, who is not an Officer of the corporation, who will serve as **Marketing Director**.

Procedure:

Whenever there is a vacancy, the VAT Board shall appoint by majority vote a **Marketing Director**, who is not an Officer of the corporation.

The **Marketing Director** provides business and marketing related expertise to the VAT to ensure that the VAT's reputation in the Villages is optimal. Responsibilities include but are not limited to:

- i. Keeping track of trends at the Villages that could impact the VAT and recommending changes as needed.
- ii. Defining and implementing a promotional strategy for VAT productions.
- iii. Providing consistency in all correspondence to VAT members, Villagers, and appropriate non-Villagers. This includes Villager articles and other promotional materials to show a common message and theme. Approves all correspondence for consistency.