



## Woodinville Toddler Group Job Description MARKETING COORDINATOR

**Summary:** The Marketing Coordinator creates the marketing plan to retain current families, re-enroll WTG Alumni, and attract families from the greater Woodinville and surrounding areas.

**Estimated Time Commitment:** 5-7 hours a month

### Responsibilities

**Manage Social Media.** Regularly update WTG's Facebook Page with current WTG events, registration information and special announcements for current students and alumni. Utilize other community pages to get the word out on current class openings and school events/open houses. Work with the class coordinators to get weekly photos from classes and activities to post online. People like to see photos of what we are doing and how the kids spend their time.

**Schedule Open Houses,** typically in the winter and spring, and recruit volunteers to work the open house(s). Occasionally there is one right before school begins. It is helpful to have one volunteer designated as a "greeter". Coordinate dates with the Registrar, Instructors, and the church's Administrative Assistant. Advertise the open house through multiple avenues such as our website, Facebook, paper flyers, and enlisting word of mouth from our membership, etc.

**Update/create printed materials** such as brochures, flyers, etc. as needed. Ensure stock of printed material is adequate, especially for open houses and Woodinville Parade. Road signs (via FastSigns in Kirkland, or any other FastSigns location) to stake in the ground in the Spring to promote enrollment, half sheets to promote open houses, sandwich boards and display material for open houses or other booth events.

**Advertise by print, online, newsletter, etc.** Assure that WTG brochures are distributed in the community (such as libraries, new mother programs at hospitals, grocery bulletin boards, preschools who have siblings enrolled, and businesses frequented by our toddler group members). Organize Tell-A-Friend campaigns, electronic communications, submitting information to local newsletter organizations (ie. Red Tricycle, Macaroni Kid), or new ideas. Volunteers may assist. Advertise in Woodinville, Duvall, Kirkland, Mill Creek, Snohomish, Monroe, and Bothell/Kenmore. In Winter/Spring focus on increased Fall enrollment. During the school year advertise class openings that may occur.

**Organize WTG's participation in the Celebrate Woodinville Parade (mid-August).** Obtain special insurance from LWIT. Send parade details via email and/or evite to alumni and new members. Purchase marketing giveaways/fliers and solicit volunteers to help distribute items to spectators at parade.

**Organize WTG's participation in Duvall Days (early June).** Promote our participation in the event via social media, class emails and possibly an additional email via the Registrar. Purchase marketing giveaways and distribute at the event. Coordinate a committee of 2-3 members and help recruit other board members to host the booth during the event. Organize

set up and breakdown of booth, and ensure all marketing materials are available for the booth (brochures, business cards, yearbooks, Golden Teddy Awards, banner, etc.).

**Advertise yearly ParentMap Golden Teddy Award nominations.** Send email to current families and alumni providing information about nominations and voting for the Golden Teddy Award (March). Communicate voting time frame and other pertinent information to families through social media, email, and class coordinators.

**Assist with advertising LWIT’s Preschool Information Night,** typically held in January by promoting it via social media, WTG’s website, in classes, etc.

**Foster communication with local programs such as Evergreen Baby Group, Overlake Baby Class, and local MOPS groups.** Assure materials are given to the Parenting Education Coordinator for distribution at Evergreen (typically in March).

**Board Duties:** Attend all monthly board meetings. Attend Board Set Up in August and Board Clean Up in May (children welcome). Keep electronic files organized and up-to-date. Check email and mail folder in the green crate on a weekly basis.

**Physical Items Held at the Home of the Marketing Coordinator:**

- Summer:
  - Large Parade banner
  - Booth signage
  - Box of miscellaneous parade items

**To Show Our Appreciation:** This position is not allowed to be compensated, as Board Members have voting rights and for insurance purposes must be volunteers. In order to recognize the hard work of all board members, WTG holds a Board Appreciation event at the end of the year. All families who attend WTG, including board members, are eligible to apply for a Fee Waiver, if needed.

<b>Calendar for Marketing Coordinator Responsibilities</b>	
<b>Month</b>	<b>To Do</b>
May (Attend if Possible)	<ul style="list-style-type: none"> <li>• Recruit a parade committee to begin planning for the Woodinville parade.</li> <li>• If available, send in registration for the Parade and also the exhibitor booth for the Celebrate Woodinville Festival. Both of these are submitted to the Chamber of Commerce.</li> <li>• Begin to formulate a summer marketing plan.</li> <li>• Attend upcoming Open Houses.</li> <li>• Help finalize Duvall Days participation and ensure all materials needed are purchased/gathered for the event</li> </ul>
June (Beginning of New Board)	<ul style="list-style-type: none"> <li>• Participate in Duvall Days with previous board members and Marketing Coordinator. Help ensure event runs smoothly.</li> <li>• Meet with Woodinville parade committee and decide on theme and giveaways.</li> <li>• Send families and alumni an email with initial details for the Woodinville Parade and begin to advertise the parade on our Facebook page.</li> </ul>

	<ul style="list-style-type: none"> <li>• Request Liability Insurance from LWIT (WTG Teachers, President or Secretary may have this form already)</li> <li>• Formulate summer marketing plan and prepare all printed materials (brochures, business cards, flyers, etc.) <i>Note: We normally need to put an added focus on our Wobblers Class through the summer since this is the class that fills up last.</i></li> </ul>
July	<ul style="list-style-type: none"> <li>• Send email notification with additional parade details to current families and alumni about the event.</li> <li>• Confirm volunteers for the exhibitor booth at the parade and prepare marketing material for the booth.</li> <li>• Prepare marketing giveaways or fliers for the parade.</li> <li>• Continue to update Facebook page with any upcoming events, etc.</li> </ul>
August	<ul style="list-style-type: none"> <li>• Finalize all details for the Woodinville parade and booth.</li> <li>• Send out final email to all families with parade details (i.e. time &amp; location, meeting place, what to wear, parade start and order, rules &amp; regulations, parking, etc.).</li> <li>• Encourage families to visit our booth and advertise our booth for potential families to visit.</li> <li>• Continue to update Facebook page with upcoming events and promote any open spots for fall enrollment.</li> </ul>
September	<ul style="list-style-type: none"> <li>• Make sure marketing materials are available for families (stickers, t-shirts, etc.).</li> <li>• Continue to advertise any open spots.</li> <li>• Discuss with Class Coordinators what class photos would work well for social media. Be sure that children are allowed to be photographed and photos can be used on social media.</li> </ul>
October	<ul style="list-style-type: none"> <li>• Partner with the Event Coordinator to promote any school activities.</li> <li>• Update Facebook page with upcoming events, news for families, etc..</li> </ul>
November	<ul style="list-style-type: none"> <li>• Work on Preschool night promotion.</li> <li>• Update Facebook page with upcoming events, news for families, etc.</li> </ul>
December	<ul style="list-style-type: none"> <li>• Update Facebook page with upcoming events, news for families, etc.</li> <li>• Relax and enjoy the holiday season! No Board meeting</li> </ul>
January	<ul style="list-style-type: none"> <li>• Coordinate with Registrar for new school year registration schedule and marketing.</li> <li>• Choose open house dates for winter/spring/pre-start . Coordinate with church to reserve these dates.</li> <li>• Begin advertising any upcoming open houses through social media, current families, etc.</li> <li>• Preschool Information Night. Coordinate with teachers and have appropriate marketing material available for display and distribution at event.</li> <li>• Update Facebook page with upcoming events, news for families, etc.</li> </ul>
February	<ul style="list-style-type: none"> <li>• Have all registration materials ready for distribution (brochures, business cards, flyers, etc.).</li> <li>• Create the Registration bulletin board with help from Registrar.</li> <li>• Utilize Facebook page, parent communication, email, etc. to get the word out about registration for current families, alumni and new families.</li> <li>• Send information about registration to Evergreen Parent Baby and other community groups.</li> <li>• Ensure that there are enough volunteers for the upcoming Open House.</li> </ul>

	<ul style="list-style-type: none"> <li>• Update Facebook page with upcoming events, news for families, etc.</li> </ul>
March	<ul style="list-style-type: none"> <li>• Continue to promote open registration. Use Marketing to encourage attendance at Open House for early enrollment for new families.</li> <li>• Work with Webmaster and Registrar to keep enrollment numbers updated on the website and through other marketing materials.</li> <li>• Check regularly for updates on Duvall Days registration</li> <li>• Coordinate the printing of new Road Signs (if necessary) and place in key areas with high visibility.</li> <li>• Update Facebook page with upcoming events, news for families, etc.</li> <li>• Work with Registrar, President, Instructors to coordinate an additional Spring Open house if necessary</li> </ul>
April	<ul style="list-style-type: none"> <li>• Continue to promote open classes for fall registration through social media, email, community groups, etc.</li> <li>• Update Facebook page with upcoming events, news for families, etc.</li> <li>• Coordinate Duvall Days committee and begin recruiting board volunteers for the event</li> <li>• Update Job Description</li> <li>• Organize all files and photos in Marketing Shared Drive</li> </ul>
May	<ul style="list-style-type: none"> <li>• If available, send in registration for the Parade and also the exhibitor booth for the Celebrate Woodinville Festival. Both of these are submitted to the Chamber of Commerce.</li> <li>• Assist the incoming Marketing Coordinator to recruit a parade committee.</li> <li>• Assist the incoming Marketing Coordinator to formulate a summer marketing plan.</li> <li>• Assist the incoming Marketing Coordinator to finalize Duvall Days participation and ensure all materials needed are purchased/gathered for the event</li> <li>• Clean up email inbox and Shared Drive</li> </ul>

Updated May 2022