

Promotions Committee Member Job Description

The job of the Promotion Committee is to PROMOTE downtown as the center of commerce, culture, and community life for residents and visitors alike. To be effective, your committee must move beyond the typical “tried-and-true” downtown promotion ideas of yesteryear. You must think about promotion in a broader sense.

Really productive and effective Promotion Committee members:

- Have a genuine desire to serve on the committee
- Expresses self clearly, yet eagerly exchanges ideas with others; Keeps an open mind, to be creative and learn from others
- Thinks about the “big picture,” yet also concentrates on the details
- Knows when to be decisive and come to closure.
- Cooperates willingly in a team effort
- Stays focused on the task at hand
- Understands the promotional need of small retailers
- Has skills or interest in public relations media, and image development.
- Carries out Plans and projects in a timely and professional manner

Who Serves on the Promotion Committee? Likely candidates are:

- Downtown merchants,
- Chamber of Commerce members
- Civic groups involved in the arts
- Marketing/ advertising professionals
- Teachers of marketing or design
- Staff in advertising or tourism offices
- Reporters and editors
- Graphic designers and artists
- People who want to be “part of the action”

Expectations for a Committee Member. At a minimum, expect to:

- Commit to at least one year of service
- Work 3 to 5 hours a month
- Attend all training sessions
- Read selected orientation materials
- Learn the Main Street approach
- Recruit/orient new members
- Prepare in advance for meetings
- Cooperatively draft an annual plan
- Volunteer to work at events

Downtown Jackson NEEDS You!

Your downtown is going through many exciting changes and we need your help to make sure it becomes the best it can be! Opportunities are limitless and the amount of time you spend is up to you. Please fill out this letter and forward it to the Downtown Development Authority (DDA) today!

Name: _____

Business and/or organization: _____

Address: _____

Telephone: _____ Fax: _____

E-mail Address: _____

The best time for me to meet is: _____

Experience or interests related to this committee: _____

Committee that I would like to participate on (Circle):

Design

Economic Restructuring

Promotions

**Please return completed forms to the
Downtown Development Authority
161 W. Michigan Ave
Jackson, MI 49201
Phone: 517.788.4355 Fax: 517.768.6367**

