

**VOLUNTEER POSITION:** Promotions Committee Member

The Promotions Committee's primary responsibility is to market a unified, quality image of the business district as the center of activities, goods, and services to retailers, shoppers, investors, and tourists. The responsibilities of this committee are broad and typically include coordinating advertising, reversing negative images of the downtown, implementing special events, and establishing and maintaining good media relations.

**LOCATION:** City of Berkley Downtown Development Authority  
3338 Coolidge HWY, Berkley, MI 48072

**MEETINGS:** Attend regularly scheduled committee meetings.  
Date: To be determined  
Time: To be determined

**LENGTH:** Looking for volunteer commitments of at least one year.

**RESPONSIBILITIES:** The volunteer will be responsible for implementation and facilitation of the tasks outlined in the annual work plan.

**TASKS AND REQUIREMENTS:**

1. Attend a majority of the Promotions Committee meetings (Committee chairperson will be required to also attend a majority of the DDA Board of Director's meetings).
2. Be willing to commit approximately 5 hours per month in addition to monthly committee meetings (DDA Board meetings are required for the Chairperson).
3. Assume primary responsibility for at least one area of the annual work plan.
4. Oversee the development and implementation of all future promotions.
5. Coordinate cooperative advertising amongst DDA businesses.
6. Develop/ evaluate annual promotions budget and work plan.
7. Develop and implement an effective way to disseminate information throughout Downtown Berkley.
8. Enlist the help of other community members as volunteers.