

## Robinson Street Association

### Marketing/Communications Committee Description

#### Purpose:

The Purpose of the Marketing/Communications Committee is to promote Robinson Street by creating a brand; advertising through brochures, events and social media; developing and maintaining a website; and coordinating events.

#### Responsibilities:

1. Create a brand with a logo and tag line.
2. Develop and maintain a website and other social media, such as Facebook and Twitter.
3. Create brochures and other marketing materials to disseminate to the community.
4. Identify local events to market Robinson Street and recruit volunteers to staff the events.
5. Work with Membership Committee to help increase membership through member benefits and other strategies.
6. Implement strategies recommended in the Streetscape Report that relate to Marketing and Communications, such as Gateway signs and other signage.
7. Identify and coordinate at least one Robinson Street event annually.

#### Time Commitment:

One hour meetings will be held monthly or as frequently as needed to accomplish objectives. Committee members will be asked to undertake tasks in addition to attending the Committee meetings. Members must agree to serve for at least one year.