

ADVERTISING

Summary

Advertising is an integral Committee within the Marketing Umbrella, responsible for all aspects of the KWO advertising program. This program includes: graphic design layout to be used on the Lure Brochure cover and Festhallen Guide cover, all print ads, including web and billboard. The Advertising Committee is responsible for the creation of an advertising campaign to include print, radio, TV, billboard and web as well as the creativity to support it.

Responsibilities

- ✓ Liaise with all committees regarding their advertising needs.
- ✓ Design and place all paid media advertising.
- ✓ Meet Deadlines and maintain consistent messaging.

Skills

- Experience and/or training in one or more of the following: advertising, sales, desktop publishing, commercial design, travel and tourism.
- The ability to work well with a range of individuals with diverse backgrounds.
- Creative problem solving skills.