



# MISSOURI AQUARIUM SOCIETY

## Marketing Manager Duties & Responsibilities

This position manages the MASI Facebook page and is an admin for the two MASI Facebook groups. This position also helps as needed as an admin for the two Band groups. Selling anything, except for plants, is not allowed per Facebook policy so all posts must be approved before they are posted in either group. Posts are made using the MASI page account each month for the Bowl Show and presentation information. Events are made on both Facebook and Band for each of the swaps and auctions. Posts are also made to advertise these events on the MASI page, MASI groups and in other local fish-related groups on Facebook.

These posts for the swaps and auctions are also typically boosted on Facebook with a budget given to the Social Media Manager by the club treasurer. This position also creates the image used for these events in Canva as well as the flyer for the monthly meetings.

The Marketing Manager also manages print and other advertising when it occurs and coordinates with the Editor, Auction, and Swap chairs to facilitate advertisements for these events.