**Tierra Bella Marketing Captain**

**Marketing Communications**

Responsible for creating and executing on marketing campaigns to promote the annual Tierra Bella tour by working closely with other members of the Tierra Bella committee.

* Create and update an annual marketing plan and schedule to track tasks
* Develop and send mass emails several times between the Tierra Bella launch date and event.
* Promote the Tierra Bella through postings to appropriate social media accounts - primarily Facebook, Strava, RideWithGPS and Redditt.
* Publicize the Tierra Bella event in free online publications focused on cycling events
* Contact regional cycling clubs to post the Tierra Bella to their membership
* Explore and propose other potential free / low cost marketing communications channels to the Tierra Bella committee