**Job profile**

*Job title:* **Advertising Specialist**

*Job goal:* To spread the word about the Book Fair to pupils, parents and the wider community using a variety of methods

*Positions available:* Four to six [Change this to meet the needs of your school]

*Key responsibilities:*

* Plan ways to make sure that everyone knows when the Book Fair will take place using websites, newsletters, school TV systems and more
* Make advertising materials to spread the word and/or use the materials supplied by Book Fairs
* Build excitement before the Book Fair arrives by starting a countdown in assembly and sending letters, leaflets, newsletters and/or text messages to parents and pupils
* Announce the Book Fair’s imminent arrival by putting up posters, arrows and an outdoor banner around the school
* Display a goal chart clearly at the Book Fair and update daily with your progress
* Take down any advertising material afterwards and send letters to let parents know about the Book Fair’s success

*Skills and qualities required:*

* Strong creative skills, especially with words and/or pictures
* Ability to think up inventive, exciting and entertaining ideas
* Confident communicating with other pupils, parents and teachers
* Works well within a team