

**New Hampshire Furniture Masters and the American Furniture Masters Institute  
are seeking:  
Independent Consultant (marketing, social media, events, support)**

**Focus**

Sponsor support, social media, print media, and promotion of the NH Furniture Masters and American Furniture Masters Institute through a series of independent but related public relations, event, and marketing initiatives. Primary responsibility for all database management.

**Responsibilities**

- **Sponsor Identification, Support, and Management:** Modify sponsorship collateral under the guidance of Chairs, identify prior sponsors to target and new potential sponsors, and provide support for each Master who will be responsible for the contacts and asks. Provide follow-up support to make sure sponsor communication is seamless and appropriate for each sponsor. Clerical functions for sponsor management (i.e. distribution of contracts, invoices, etc.)
- **Print Media PR:** Produce PR releases, as required, for events and items of special note during the year. Distribute to agreed upon lists in the format appropriate for the outlet and the individual.
- **Database Management:** Develop and maintain the lists of contacts, clients, sponsors, and related PR people, both within the Masters and Institute databases and the email database. Edit list as appropriate. Creation and distribution of events calendar.
- **Outbound Marketing:**
  - Writing and distribution of appropriate email e-newsletter and mailings to email list. This will be in consultation with the Chairs.
  - Coordination of NH Home advertisement
  - Management of media relations for specific events—press coverage, social media
  - Oversight of marketing message / brand identity for integrity and consistency
- **Event Management:** Coordinate, organize, issue invitations and follow-up on events throughout the year, including coordination of space rental, catering contracts and relationship management of exhibition partners. Management and tracking of auction ticket sales and their distribution. Labeling and mailing of invitations.
- **Social Media:** Maintain/manage and post to Instagram, Facebook and Twitter
- **Member Services Management:** Respond to inquiries and requests from the Masters
- **Website Management:** Including updates, calendar additions, etc.
- **House Parties:** Management of house parties; including follow-up with hosts, distribution of attendee lists post-party, thank you notes, gifts to hosts, etc.

Estimated Hours: 1,000 hours per year

Applicants should submit a resume and cover letter (and any questions) to  
Mary McLaughlin [mwmbriar@gmail.com](mailto:mwmbriar@gmail.com).

**Submission deadline of January 20, 2018**