



COUNTY BOOKLET CO-ORDINATOR (Volunteer)

Role: To be accountable for the effective and timely production of a County Booklet each year.

Reports to: County Organiser with close working links to the National Garden Scheme Booklet Project Manager and County Treasurer.

- Ensure close and effective working with Booklet Project Manager regarding adverts, fillers, text, layout, and production timescale.
- Ensure that the County Booklet Guidelines are followed.
- Manage advertising sales and booklet sponsorship including online advertising.
- Organise the ongoing distribution of county booklets via County Team members, Garden Owners and other relevant means and keeping control on progress throughout the season.
- Monitor the effectiveness of the locations used to distribute booklets such as garden centres, libraries, Tourist Information Centres and consider other desired locations as necessary.
- Work with the County Organiser to ensure effective proof reading and error resolution.
- Sign off the final draft booklet and give the go ahead for printing and publication.
- Work with the Booklet Project Manager to ensure timely and effective delivery by couriers of all the booklets to the designated County Team members for onward distribution.
- Liaise with other Counties to ensure reciprocal arrangements and swaps of County Booklets for use in shows, events and for Garden Owners with gardens close to other counties. Make effective use of the services of the Booklet Project Manager's services in this regard.
- Produce an accurate spreadsheet of the booklet adverts for the County Treasurer to invoice and/or maintain an accurate record to ensure that all advertisers are invoiced.