

This Week in The Pines

OCEAN PINES

MARYLAND

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Marketing & Public Relations



Ocean Pines Assoc

@OceanPinesAssociation · Com



Staff

Director of Marketing & Public Relations

Marketing Coordinator

Job Functions

Public Relations

- Prepare and distribute news releases
- Attend meetings for local agencies, organizations and governments
- Video record Board meetings and other Association meetings and special events



Job Functions

Web Presence

- Manage content for Ocean Pines websites
 - **Oceanpines.org**
 - **Opyachtclub.com**
 - **Oceanpinesgolf.org**
- Manage multiple social media accounts
- Manage content on other websites, as applicable (Google, Bing, Trip Advisor, etc.)
- Conduct digital marketing campaigns



Marketing & Public Relations

Job Functions

Email Services

- Send weekly email newsletter “This Week in the Pines”
- Send promotional emails for Ocean Pines Golf Club
- Respond to email inquiries at info@oceanpines.org

Upcoming Events



new! Family Easter Egg Hunts

Instead of the annual Easter celebration in White Horse Park, the Ocean Pines Recreation and Parks Department will offer multiple Easter egg hunts for which families can register on Saturday, April 3. [Read more.](#)



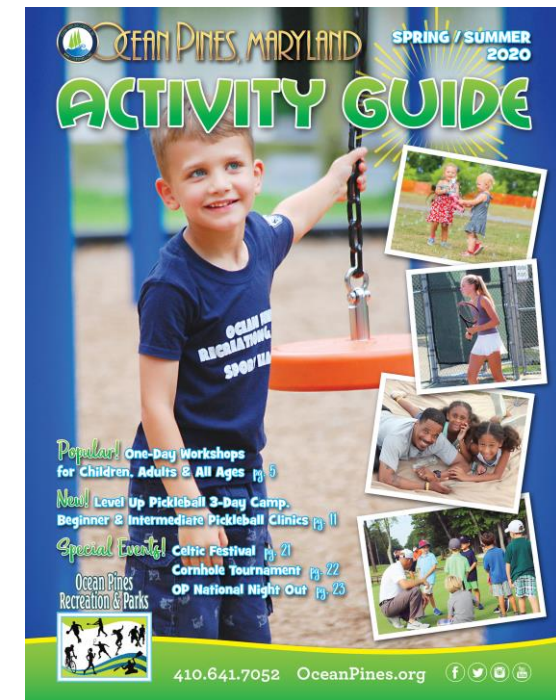
new! Adult and Junior Tennis Clinics

The Ocean Pines Racquet Center is offering several tennis clinics for juniors and adults starting March 1. [Read more.](#)

Job Functions

Print Publications

- Quarterly newsletter – “Ocean Pines Report”
- Biannual activity guides
- Create ads for area newspapers and publications
- Create flyers, rack cards and other promotional materials for Ocean Pines amenities and departments



Job Functions

Public Outreach

- BJ's membership offer
- “Light Up the Pines” holiday decorating event
- National Night Out
- Represent Ocean Pines Association at area events



Marketing & Public Relations



The Public Relations and Marketing Department is a busy place! We support all of the other departments by developing ads, press releases, photo and video content, and regular communications with homeowners. We also love telling stories about some of the people working for and living in Ocean Pines that sometimes fly under the radar. If you have a great story to tell or know someone who does, we would love to tell it!

-Josh Davis

Director of Marketing and Public Relations