

Committee Job Descriptions

Marketing and Communications Committee Job Description

Support overall comprehensive marketing and communications strategy. Partner with staff to oversee a consistent and active communication strategy to all stakeholders for the purposes of program messaging, fundraising, awareness and branding.

- Contribute expertise to assist staff in establishing organizational marketing, branding and communication plans and initiatives.
- Build on current brand and develop creative market outreach programs that will drive new partners and friends.
- Advise staff on strategies and development for various marketing communications channels and web presences including, electronic/social media (e.g. Facebook, Twitter, LinkedIn, etc), newsletter, public relations, website and printed collateral.
- Maintain and build relationships with key industry partners and members of the press in conjunction with staff efforts.
- Identify key speaking engagements for staff and community to help market and brand the center.

Skills and abilities needed to succeed as a member of the Marketing & Communications Committee

Personal

- Fulfill required time commitment.
- Willing and able to make asks on organization's behalf (ambassadors).
- Honesty, integrity and respect for others.
- Visionary: future orientation.
- Good communications skills; open-minded and articulate.
- Strong team-builder and team member.
- Leadership skills.
- Self-confident and outgoing personality.

Professional

- Direct experience developing and implementing marketing strategy.
- Experience with development of branding strategies.
- Graphic design expertise.
- Demonstrated interest in the non-profit/social responsibility sector.
- Excellent written and verbal communication skills.
- Comfortable working in a fluid environment and taking initiative.
- Be an expert on the organization in general, including strategic direction, and an expert about Board matters in particular, such as major issues, policies and procedures, and board priorities.
- Demonstrated effectiveness in meetings and task forces; seen as a leader.
- Leadership experience in another organization, especially non-profit organizations.
- Solid professional reputation.

- Have a network of community/business contacts and willingness to reach out as an ambassador of the organization for awareness and fundraising.
- Fundraising background.
- Strategic Planning experience.

Estimated time commitment and meeting format

- Attend four Committee meetings per year
- Participation in a monthly conference call
- Participation in events, taking part in at least one event or program activity per quarter.
- Estimated time commitment: 5-10 hours/ month depending needs
- Busiest time period: work is consistent throughout the year.

Volunteer benefits

- Develop new skills.
- Be part of community.
- Meet a diverse range of people.
- Help make a difference in the day-to-day life of the organization.

Term limit

- Two year commitment

Community Relations/Communications Committee

The Community Relations Committee's role is to ensure the board builds strong and strategic relationships with stakeholders through the integration of the organization's education, public relations, and public policy activities. It achieves this by:

- Working with staff to develop a community relations plan that identifies formal and informal mechanisms to dialogue with the community;
- Working with staff to develop key messages articulated to stakeholders;
- Promoting the organization's services to the community;
- Serving as a conduit for communicating with various media outlets;
- Working with staff to draft policy positions to share with elected officials;
- Developing criteria to identify and select collaborative partners; and
- Evaluating stakeholder relationships.