

## POSITION DESCRIPTION

**TITLE:** Marketing Chair

**POSITION REPORTS TO:** District Communications Chair

**TERM OF SERVICE:** 1 Year      **START DATE:** \_\_\_\_\_      **END DATE:** \_\_\_\_\_

### **POSITION DESCRIPTION**

The District Marketing Chair is responsible for conceptualizing and developing highly effective and creative marketing, communications and advertising materials. The position works closely with the Communications Chair, the District Leadership Team, and other district committees and teams as necessary to ideate, develop, evaluate, produce, and execute the creative direction for the district's internally-directed marketing and communication efforts. These efforts encompass everything from helping develop and roll out the district wide communications plan and overall brand messaging strategy, to developing creative concepts and briefs, stories and articles, and managing the creative elements of the communication process.

### **PRINCIPLE RESPONSIBILITIES:**

- ✿ Work with the Communications Chair and the District Leadership Team to translate communications objectives into actionable creative solutions that are achievable within the confines of available resources and talents.
- ✿ Work with the Communications Chair to support the planning, placement, and management of all media efforts for the district, including television, radio, print, outdoor advertising, and online advertising including banners, SEM, e-mail, and social marketing
- ✿ Lead, direct, motivate, and coach district volunteer resources to produce materials such as content, graphics and other marketing materials as needed that are consistent with the district's brand, and meet program and activity objectives and goals
- ✿ Use pre-existing relationships or identify and develop new relationships with professional resources to identify appropriate talents to fit our needs and to provide creative input and guidance.
- ✿ Work with the Communication Chair on other duties and special projects, as needed
- ✿ Be a member of the *Council Marketing & Communications* team.

### **POSITION QUALIFICATIONS:**

- Have an interest in serving the youth of the community.
- Good written and verbal communications and good computer skills.
- Ability to effectively work under tight deadlines and manage projects independently.
- Excellent people skills and an upbeat and enthusiastic attitude.
- Good organizational skills and attention to detail.
- Prior experience in program development and marketing helpful.
- Understanding how to interact with media very helpful.