



## Marketing Committee (Members) Volunteer Position Description

**Function:** Assist Friends of MACC's with marketing projects, including but not limited to, website development, newsletters, presentations, flyers, event graphics, and other needs. This committee, which consists of 3-5 members, works closely with MACC staff, volunteers, and Friends of MACC board members. The Friends of MACC secretary or other board designee(s) will assist in delegating responsibilities based on individual strengths and interests to promote efficiency and teamwork.

**Time commitment:** Marketing committee members will be assessed on an on-going basis, with appointments renewed annually unless a committee member decides to step down via a 30-day notice at any point.

### Core Responsibilities:

- Build and write donor newsletters that feature compelling stories to raise awareness and funds.
- Create presentations as needed to tell the MACC/Friends of MACC story to various audiences.
- Write copy for flyers, press releases, event pitches, website, and other mediums.
- Create graphics for events, flyers, websites, and other mediums.
- Assist with website updates, design, and development.
- Collaborate closely with the social squad on messaging, graphics, and other needs.
- Represent MACC and Friends of MACC positively at events and in all communications.
- Attend meetings regularly as planned by the committee or board of directors.
- Serve as role models for other volunteers.
- Track hours worked and record monthly in order to articulate impact.
- Collect and organize contact information for input into CRM.

### Qualifications/requirements:

- Have professional marketing experience, including copywriting, design, and web development (if possible) with the ability to work collaboratively with others
- Have strong written and verbal communication skills and be able to proactively communicate updates, questions and issues with the public, MACC and Friends of MACC board members (Note: volunteers may be asked to submit a writing sample/portfolio.)
- Review and sign a Non-Disclosure Agreement and agree to the requirements of working within a Friends of MACC email address and social media profiles
- Ability to work with other volunteers and staff in a positive, professional manner at all times and keep track of all moving parts as they pertain to this position
- Proactively track and follow timelines and update them throughout planning process
- Be a self-starter who can troubleshoot and improvise (when needed)
- Have regular access to email, be able to monitor and respond to emails daily (or in the evening). Being responsive is a must!
- Have strong computer skills, which include the following: experience with Google Drive, Outlook and Excel, and the ability to learn new computer software programs
- Be flexible and able to roll with changes throughout the process is a key for success