



MARKETING COMMITTEE

Responsibilities

The Marketing Committee is responsible for overseeing the organization's overall marketing plan. These plans are to include Social Media, general organization awareness, marketing of events and fundraisers and specific funding campaigns. They are to recruit members to serve on the committee.

Marketing Committee members serve as assistants to the Marketing Director

- Meet on a monthly basis.
- Coordinate marketing campaigns.
- Review on-going marketing plans.
- Create/manage Annual Marketing Calendar.
- Strategize on and/or Make updates concerning the website
- Strategize on and/or Make updates concerning all social media pages, including but not limited to Facebook, Youtube, Instagram, and Twitter
- Help create/update organizational sales aids, not limited to fliers, brochures or fact sheets
- Contribute to the organization newsletter
- Help write and distribute press releases
- Help with photos and videography needs of the organization, especially during programming and events
- Coordinate with Fund Development Committee for campaigns.
- Help in any way possible with the Board Long Term Goal to “Develop city-wide visibility and awareness for the organization.”