

Marketing Committee

Committee Responsibilities

- Develop marketing materials for distribution
- Develop overall communications plan
- Maintain calendar of yearly events
- Create and maintain guest testimonials
- Oversee digital media marketing
- Oversee e-newsletters
- Maintain photo catalogue
- Identify and support local events to network and promote name and services

The Marketing Committee reports to the Board of Directors.

In addition to the Executive Director and Board Chair, the Committee will have a minimum of 5 members, including one board member serving as liaison, and one active volunteer and/or staff member. A guest presence on the committee is also encouraged.

We currently have a need for assistance with our digital media management.

Skills and abilities needed to succeed in this Committee:

Personal

- Willing and able to be a Feast of Justice ambassador.
- Honesty, integrity and respect for others.
- Visionary: future orientation.
- Good communications skills; open-minded and articulate.
- Strong team-builder and team member.
- Comfortable working in a fluid environment and taking initiative.

Professional—we ask that you possess at least ONE of these:

- 3-month tenure as active Feast of Justice volunteer.
- Experience developing and implementing marketing plans.
- Experience with development of branding strategies.
- Graphic design experience.
- Social media platform management experience.
- Web design.
- Excellent written and verbal communication skills.
- Photography skills.
- Demonstrated effectiveness and leadership experience.
- Have a strong network of community/business contacts and willingness to reach out as an ambassador.

Estimated time commitment and meeting format

- Attend monthly Committee meetings (some may be available electronically)
- Estimated time commitment: 3-5 hours / month depending needs
- Busiest time period: work is consistent throughout the year.

Term limit

One-year commitment, with option to extend.