



Vice President, Marketing and Special Projects

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Function:

The Vice President, Marketing and Special Projects is responsible for designing and implementing comprehensive marketing strategies to promote and create awareness of the organization.

Qualifications:

- Knowledge and experience in the design and execution of marketing activities.
- Experience overseeing the design and production of print materials and publications.
- Excellent communicator, writer, and creative thinker, with an ability to use both data and intuition to inform decisions.
- Experience sourcing and managing content and publishing.
- Strong knowledge and understanding of current trends in digital media/social media.
- Experience with video content production, demand generation marketing, inbound marketing, and blogging.
- Computer literacy in word processing, database management, and page layout.
- Strong creative, strategic, and analytical skills.
- Strong oral and written communications skills.

Term:

Election to a one-year term, subject to re-election.

Time commitment:

This position requires a minimum of 10 – 12 hours per month. This includes attending a monthly 2-hour board meeting, and may be more in preparation for Board meetings, special events, and any additional projects the VP, Marketing and Special Projects wishes to undertake.

Responsibilities:

- Create and implement innovative marketing campaigns and programs, designed to enhance and grow the Club's brand.
- Manage marketing efforts designed to invest in our members and increase the value of their membership benefits.
- Assist with the production of marketing materials and collateral.

- Write and edit content for different platforms such as website, press releases, and social media.
- Help organize and coordinate marketing events such as conferences, webinars, and tradeshow.
- Oversee and develop graphic design elements to support marketing campaigns.
- Direct and manage freelance graphic designers, as needed.
- Evaluate data and create reports on key metrics in order to monitor campaign efficiency
- Write additional communications, as requested by the Board President.
- Assist in the recruitment of volunteers and committee members to augment the Board.

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