



## **Marketing and Communications Committee Job Description**

**Chair:** Board member and/or knowledgeable volunteer

**Number of members:** 6-12

The Marketing and Communications Committee oversees the branding, communication, marketing, and social media strategy for all volunteers and the organization. This includes implementing an active communication plan for board members and volunteers that prepares them with core messages to further promote adoptable animals, our fundraising efforts, and overall greater awareness of our organization.

### ***The committee may be responsible for:***

- **Being a resource to other Board members and volunteers** by sharing expertise to assist others in spreading awareness of our organization and expanding our brand.
- **Building our current brand and digital marketing** to drive new adopters, donors, volunteers and friends of the organization.
- **Strategically plan marketing efforts for our website, newsletter, and social media channels** (includes Facebook, Twitter, Instagram, LinkedIn, YouTube, Snapchat and Pinterest).
- **Implement a Communication Plan for the organization** including our core messages (who we are; our impact on the community; fundraising, volunteer recruitment, events and adoption promotions, etc.)
- **Maintain and build relationships** with key industry partners and members of the press.

### ***Skills and abilities needed to succeed as a member of the committee:***

- Able to attend the majority of six (6) 1-hour committee meetings per year (mixture of in-person and conference calls)
- Branding, communication, graphic design, marketing and/or social media experience
- Good communication skills; be open-minded and articulate
- Willing to be a brand ambassador for the organization
- Honesty, integrity and respect for others
- Strong team-builder and team member
- Comfortable working in a fluid environment and taking initiative
- Fundraising background and/or strategic planning experience is helpful, but not required