Uplift Community Alliance®

MARKETING AND SPECIAL EVENTS CHAIR
JOB DESCRIPTION

Position Summary

The Marketing and Special Events Chair is responsible for the public perception of Uplift Community Alliance. In this role, the chair provides direction and oversight of all marketing communication with the public, including any events that the organization participates in or sponsors.

General Responsibilities

- Comply with the committee Policies.
- Appoint committee members.
- Conduct committee meetings as needed.
- Be a voting member of the Community Relations Committee, attend meetings and submit reports to the Community Relations Chair.
- Manage the committee budget, approve and submit invoices and vouchers to the Treasurer.
- Maintain a committee procedure book and/or electronic records file.
- Submit a proposed budget for the succeeding year as directed by the Community Relations Chair.
- Prepare and submit a year-end report as directed by the Community Relations Chair.
- Submit any job description and/or policy changes to the Bylaws Chair.

Specific Chair Position Responsibilities

1. Promote and maintain Uplift Community Alliance's brand, reputation, image, standards and ethics in all public communications material and events.

2. Create goals, objectives and initiatives to promote the organization.

3. Oversee production of Annual Report. Coordinate the composition, publishing, and distribution of the Annual Report to the community.

4. Oversee production of Annual Appeal in collaboration with Donor Relations. Coordinate the printing and mailing of the Appeal and create an email version for distribution.

5. Review and update content for the website. Organize annual review of the website and other written materials to ensure accuracy.

6. Assign Social Media Administrator(s) to oversee social media content. Approve social media contractors' invoices and submit to Second Vice President, Community Relations.

7. Coordinate with any contractors for graphic and media work and submit invoices to Second Vice President, Community Relations.

8. Coordinate with outside organizations for events that Uplift Community Alliance participates in or sponsors. Attend community events.

9. Oversee the creation and production of flyers, brochures, signage, billboards and other marketing/communications public material as needed. Oversee the creation and placement of advertising.

10. Oversee any photoshoots and collaborate on newsletter articles layout and content as requested.

11. Work with all committees, auxiliaries and members to ensure review prior to distribution of all public written or electronic documents to ensure accuracy and proper use of the organization's logo and trademarks.

Competencies
Microsoft Word
Digital and electronic communication
Internet search capabilities
Knowledge of social media