



MARKETING & COMMUNICATIONS BOARD COMMITTEE

Responsible for delivering marketing and communications initiatives for KIDS Initiative. This includes creating messaging for multiple channels with the goal of increasing donor recruitment/retention and assisting with all other organizational targets.

Responsibilities:

- Implement an annual marketing and communications plan
- Actively contribute to the fund development strategy, recommending an appropriate marketing and communications plan to support activities
- Develop compelling marketing collateral and content for a variety of platforms including the website, newsletters, social media, direct mail, etc.
- Research and write persuasive donor communications copy and social media posts
- Develop, implement, and measure social media strategy to advance the organizations audience size, demographics, and engagement
- Develop and manage event promotions in collaboration with event committee
- Manage the website through ongoing content development and optimization
- Manage and develop any/all new marketing and print materials
- Plan and oversee the logistics of committee operations
- Provide reports to the President 1 week prior to each board meeting
- Present committee decisions/recommendations to the board
- Assign work to committee members
- Ensure committee members have the information needed to do their jobs
- Set the agenda for and run committee meetings

Qualifications or Experience:

- Experience in communications, public relations & communications, marketing communications, brand marketing, direct marketing, or similar fields
- Knowledge and experience in the charitable and/or international development industry
- University or College graduate (communications or marketing degree)
- Team player with strong interpersonal skills
- Skilled across all Microsoft office software
- Excellent communication skills (writing and verbal)