



## **Marketing and Communications Committee Roles and Responsibilities**

### **ROLES:**

The Marketing & Communications Committee plays a vital role in supporting the organization's mission by creating and enhancing awareness of its programs, services, and fundraising efforts. The committee works to develop and execute strategies that communicate the organization's message effectively to stakeholders, including clients, donors, volunteers, and the community at large.

The committee's responsibilities include assisting with:

- Quarterly newsletters
- Social media strategy and content creation
- Website updates, including blog articles and visual design
- Graphic design for campaigns and events
- Website development and enhancements
- Stakeholder engagement through thank-you calls and outreach
- Marketing for fundraising campaigns
- Press releases and fostering media connections

**Note:** Committee members are not required to have expertise in all these areas. Members contribute based on their skills, interests, and availability, and additional support can be provided through partnerships or volunteers.

### **RESPONSIBILITIES:**

1. Collaborate with the Executive Director and staff to develop and execute a comprehensive marketing and communications plan.
2. Assist in content creation, including writing, editing, and designing materials for newsletters, blogs, and social media.
3. Provide insights on improving the organization's online presence, including social media channels and website updates.
4. Support the promotion of fundraising campaigns and events, ensuring cohesive and impactful messaging.
5. Strengthen the organization's connections to local media outlets by assisting with press releases and outreach efforts.
6. Participate in thank-you calls and other stakeholder engagement initiatives.
7. Periodically review marketing strategies and outcomes, offering recommendations for improvement to the board and staff.

### **COMMITMENTS:**

1. Attend at least 80% of Marketing & Communications Committee meetings.
2. Dedicate approximately 2–5 hours per month, including participation in meetings, project work, and stakeholder outreach.
3. Support specific projects or campaigns aligned with your skills and interests.
4. Maintain a collaborative approach by working closely with staff partners and other committee members.

### **PRIMARY STAFF PARTNERS:**

Executive Director, Committee Chair, and Board Member