

**Volunteer Job Description:**

**Chair of the Marketing and Communications Subcommittee of AFP National Philanthropy Day**

Position Overview:

The Chair of the Marketing and Communications Subcommittee plays a vital role in promoting AFP National Philanthropy Day and ensuring effective communication with stakeholders, sponsors, honorees, and the general public. This volunteer leader is responsible for overseeing the planning, implementation, and evaluation of marketing and communication strategies to raise awareness, drive attendance, and highlight the impact of philanthropy in the community.

Responsibilities:

* Leadership and Management:
	+ Provide leadership and guidance to the Marketing and Communications Subcommittee, ensuring alignment with the overall goals and objectives of AFP National Philanthropy Day.
	+ Recruit, onboard, and support subcommittee members, assigning roles and responsibilities that leverage their skills and expertise.
	+ Foster a collaborative and inclusive team environment that encourages creativity and innovation in marketing and communication efforts.
* Marketing and Communication Strategy:
	+ Develop a comprehensive marketing and communication strategy to promote AFP National Philanthropy Day, aligning with the event's goals and target audience.
	+ Identify key messaging themes, value propositions, and differentiators to effectively communicate the importance of philanthropy and the impact of the event.
	+ Coordinate with the AFP National Philanthropy Day committee to ensure messaging consistency across all marketing channels and materials.
* Branding and Visual Identity:
	+ Develop and maintain a cohesive visual identity and branding elements for AFP National Philanthropy Day, ensuring alignment with organizational branding guidelines.
	+ Create marketing collateral, including flyers, posters, brochures, and digital assets, to effectively promote the event to various target audiences.
* Digital Marketing and Social Media:
	+ Develop and execute a digital marketing strategy, including website content, email campaigns, social media initiatives, and online advertising.
	+ Manage and update the event website, ensuring it provides relevant information, registration details, and engaging content.
	+ Curate and create compelling social media content, including posts, images, videos, and stories, to build excitement and engagement around AFP National Philanthropy Day.
* Media Relations and Public Relations:
	+ Develop relationships with local media outlets, journalists, and influencers to secure media coverage and press releases for AFP National Philanthropy Day.
	+ Coordinate media interviews and media attendance during the event, ensuring a positive and impactful media presence.
* Evaluation and Reporting:
	+ Establish metrics and mechanisms for evaluating the success of marketing and communication efforts, including website analytics, social media engagement, and attendee feedback.
	+ Provide recommendations for improvement based on data analysis and insights gathered from marketing and communication efforts.

Qualifications:

* + Demonstrated experience in marketing, communications, public relations, or a related field.
	+ Excellent written and verbal communication skills, with the ability to craft compelling messages and adapt them for different platforms and target audiences.
	+ Strong project management skills, with the ability to coordinate multiple tasks, meet deadlines, and manage a team of volunteers effectively.
	+ Proficiency in digital marketing platforms, content management systems, and social media management tools.
	+ Knowledge of media relations and experience in securing media coverage.
	+ Passion for philanthropy and a deep understanding of the importance of recognizing and celebrating philanthropic achievements.