



MARKETING CHAIR

Position Type and Term

- Elected by NOVAA membership.
- One year term with reappointment possible.
- Time Commitment: Monthly board meetings (2 hours) plus approximately 10 hours per month (some of which can be delegated to committee members).

Goal

Position NOVAA as a leader in providing training and professional development opportunities to the volunteer engagement community by ensuring NOVAA's offerings are shared and communicated with its membership and the greater community.

Duties and Responsibilities

Manage marketing and communication strategy and implementation for NOVAA. Responsible for the following communication methods: email, message board, social media, print materials

Committee Development and Annual Planning

- Chair the Marketing Committee & manage its budget
- Recruit & steward committee members and support the delegation of committee work
- Create marketing strategy to recruit membership, promote events, and market the value of the profession outside of the organization
- Manage marketing strategy through annual communications calendar and tracking

Website and Email Management

- Manage the NOVAA website, www.novaa.org (update information, provide assistance as necessary)
- Develop and distribute online newsletter to members
- Manage (or delegate) message boards on the NOVAA website
- In coordination with other NOVAA chairs and committees, maintain website updates and email distribution to promote:
 - Quarterly Workshops (Program)
 - Volunteer Management 101/201 trainings (Prof Dev)
 - Learning Communities (Prof Dev)
 - Happy Hours & Morning Meet-ups (Membership)
 - Recruitment & other Events (Board Dev, etc.)
 - Membership Survey (Membership)
 - Related volunteer administrator-related news & external events

Other Marketing and Outreach

- Manage (or delegate) outreach through non-NOVAA channels such as partner organizations, online postings (CNRG), etc.
- Manage (or delegate) social media presence (Facebook, Twitter)
- Manage (or delegate) other printed marketing and collateral materials
- Ad hoc draft and distribute press releases on behalf of NOVAA

To apply for the 2022/2023 NOVAA board, please fill out our online application, starting April 10, 2022:

<https://forms.gle/gAKouZhsmc8C67TR7>

Applications due by Monday, May 2, 2022.

Contact Board Development Chair Sarah Delepine at SarahDelepine22@gmail.com with any questions.