

MARKETING COORDINATOR VOLUNTEER

OVERVIEW

The LCRC Marketing Coordinator will work with the Executive Director and Marketing/Communications volunteer team on projects involving marketing and implementation of services for Lift Career Resource Center. This will include developing content for marketing campaigns, social media platforms, and other duties as assigned.

DUTIES/RESPONSIBILITIES

- Development of Monthly Newsletter: Internal & External
- Attend Marketing/Community Events with team
- Coordinating Requirements, Preparing Marketing Materials, Developing Schedules, preparation of event tables, greeting foster youth and potential partners, marketing of services
- Ability to Present Marketing Presentations (as needed)
- Marketing of LCRC services via social media to current and new audiences via: Facebook, Instagram, Twitter and other platforms to increase awareness of LCRC's services.
- Development and Implementation of marketing tools to reach the foster youth that LCRC serve.
- Setup tracking systems for marketing campaigns and online platforms.
- Prepare written materials including some marketing copy for brochures, reports, and presentation scripts. Proofreading.
- Ability to attend workshops/seminars for professional development.