

Duties of the Marketing and Communications Director

The Marketing and Communications Director serve in an administrative role by working with Club Officers, Program Chairs and members to build relationships, strengthening partnerships and support for Plainfield Optimist Club initiatives through marketing and communications. The person in this position will provide resources and services to maximize communication opportunities, interacting with members, volunteers, participants and community members. Duties include:

Marketing: Contribute to Club identity and branding via internal and external communications.

Media Relations: Manage media relations targeting community awareness of Club programs and positive perception of all aspects of the Club.

Social Media: Maintain website and social media sites, enhancing community awareness of Club mission and initiatives.

Event Promotions: Plan Club annual events calendar in conjunction with Executive Board. Collaborate with program directors/coordinators, assisting with planning and promotion of Club events particularly regarding design and production of communications and marketing materials.

Calendars: Maintain Club calendar of events; inform community interests regarding schedule information (Chamber, Rec Ctr, schools, etc.)

Publications: Publish consistent community and membership newsletters; build and maintain community database.

Sponsorships: General coordination of Club sponsorships across all programs; liaison for community sponsorships and promotion of Club sponsors as required.

Compensation: This position shall be compensated at an amount of \$15 per hour. It is expected that the position will work approximately 6-10 hours per month.

Administration: Annually work with the Club Treasurer to prepare a proposed Marketing and Communications budget, including website hosting and design fees, printing, postage, promotional materials, etc., for approval by the Club's Board of Directors.

Minimum Qualifications:

1. Member in good standing of the Plainfield Optimist Club.
2. Knowledge of the organizational structure of the Club. Current or past experience on the Club's Board of Directors would be desirable, but not required.
3. Demonstrated organizational promotional, and communications skills.
4. Good social media, (Web design, Facebook, Twitter, etc.) skills.
5. Time available to fulfill all duties of the position.