

*The mission of the **Marketing Committee** is set the vision for and manage the overall marketing strategy of the organization, and ensure that it is in alignment with the current strategic plan.*

The Duties and Responsibilities of the Marketing Committee members include:

1. Participate in brainstorming sessions to develop innovative ways to market the organization, campaigns, and initiatives.
2. Identify possible marketing opportunities for the organization.
3. Manage social media channels by posting regularly and interacting with followers.
4. Support initiatives from other Committees by providing promotion, collateral materials, copywriting, etc.
5. Review the ongoing performance of each marketing campaign.
6. Advise and assist in the development and ongoing evaluation of the website.
7. Send out press releases for various events and initiatives.
8. Identify ways to improve each event or project and investigate new target markets.
9. Report to the Board of Directors the progress and initiatives being worked on.

Member Time Commitment:

Average 4-5 hours per month; additional assignments as needed and agreed upon.