



## **KarmaSue Job Description for Marketing and Outreach Committee Members**

### **Marketing and Outreach Committee Role**

The Marketing and Outreach Committee sets the vision for and manages the overall marketing and outreach strategy of KarmaSue.

### **Marketing and Outreach Committee Chair**

- Oversee the successful implementation of the committee tasks
- Plan and prepare meeting agendas
- Lead Marketing and Outreach Committee meetings
- Ensure the recording and submission of meeting minutes
- Recruit and recommend Marketing and Outreach Committee members
- Submit a brief summary for quarterly Board of Directors meetings

### **Accountability**

- The Marketing and Outreach Committee is a standing committee established annually by the Board of Directors
- The Marketing and Outreach Committee reports to the Executive Director
- The Chair is to be determined by the Committee annually; a two-year term option is available

### **Composition and Term of Service**

- The committee will have a minimum of three members
- The Executive Director is assigned to serve on the committee
- Once the Board of Directors has more than five members, a Board member will be assigned to the committee as the Board liaison and shall not have the role of Committee Chair
- The terms of service will be one year, with opportunities for serving additional terms

### **Responsibilities**

- Work with KarmaSue Executive Director to define the short-term and long-term marketing needs
- Contribute to and review the marketing and outreach plan to ensure progress toward annual and long-range goals
- Provide annual marketing budget recommendations
- Set priorities for marketing efforts; evaluate plans and strategies; and present outcomes to Board of Directors, as appropriate

- Work with Executive Director to coordinate efforts around the KarmaSue brand, public relations, website, social media communications, newsletters, annual report, events, and other marketing projects
- Work with Executive Director to create and distribute KarmaSue marketing materials, including but not limited to catalogs, newsletters, email communications, and event notifications to current and prospective members
- Monitor website and recommend improvements and updates to keep the site current and appealing
- Develop a calendar of speaking engagements to educate the public about KarmaSue
- Assist with the development and delivery of KarmaSue presentations
- Maintain record of presentations: group, date, audience size, follow-up
- Identify and recruit community leaders to serve on the Marketing and Outreach Committee
- Assist with the design and layout of marketing materials
- Monitor marketing materials for required permissions and disclaimers
- Engage in advocacy and networking

#### **Committee Member Expectations**

- Attend and participate in regular Marketing and Outreach Committee meetings
- Prepare adequately for meetings in order to make informed decisions
- Making an annual financial gift to KarmaSue

**Committee Size:** Three to five members

**Term:** One-year term commitment is requested; renewable upon mutual agreement up to five consecutive one-year terms

**Time Commitment:** Estimated to be four to eight hours per month

**Meeting Requirement:** One monthly committee meeting

#### **Preferred Experience and Skills (any or all listed below):**

- Prior marketing, writing, graphic design, web design, and/or public speaking (via college degree or professional experience)
- Excellent interpersonal communication skills
- Excellent grammar and vocabulary; persuasive writing and editing
- Social media development, posting, and analysis
- Photography and/or video and digital editing
- Attention to detail
- Commitment to KarmaSue and willingness to promote the education, counseling, and financial programs

For further information or to inquire about the committee, please [email](mailto:karmasuecancer@gmail.com) the KarmaSue Crew today ([karmasuecancer@gmail.com](mailto:karmasuecancer@gmail.com))!