



Marketing Chair Position Description

Board Objectives:

The Board of Directors has the responsibility of carrying out the mission and vision of YNPN-Madison. The Board implements and supports plans, policies and objectives to ensure it maintains its values and meets established goals. The Board is a governing body with legal and ethical obligations to the organization and its membership.

Position Objectives:

To connect to young professionals in the Madison area and expand YNPN's reach by creatively implementing a marketing strategy that tells a powerful story and reaches a targeted audience. The Marketing Chair role also has the opportunity to develop a marketing committee to incorporate members in the marketing roles of YNPN and delegate upkeep of the multiple marketing venues.

Key Roles & Responsibilities:

- Develop an annual marketing/communications plan and calendar
- Curate and send out monthly newsletters using Nation Builder
- Develop and post relevant social media content for regular social media presence
- Maintain up to date content on YNPN-Madison website, and ensure proper site functioning
- Create marketing materials including business cards, brochures, flyers, signage, and logos
- Collaborate with the Programming Committee to broadly advertise upcoming events
- Plan for future content and changes per social media trends
- Take and post pictures at YNPN events, and encourage members to share as well, for regular addition to social media and google drive

Time Commitment: This YNPN - Madison Board of Directors meets every three weeks. Ongoing responsibilities require 1-4 hours of work per week. Board Members are also expected to regularly attend YNPN events.

Position Benefits: In addition to gaining experience utilizing marketing and communications skills, implementing a marketing plan, and following a brand guide, general board members benefit from

- Gaining exposure to nonprofit governance procedures
- Developing and enhancing leadership skills

- Meeting awesome people who also want to enhance the nonprofit sector
- Learning about other young professional membership and nonprofit organizations
- Eligible to be elected as President after one year of service