

JOIN OUR MARKETING COMMITTEE!



Overview

As a committee of the Board of Directors, members are responsible for developing and overseeing the strategic marketing plan to maintain the integrity of the brand when promoting the organization's mission. Key activities include identifying and realizing opportunities that leverage stakeholder touchpoints to create / strengthen / increase:

- Awareness
- Education
- Action
- Support
- Retention
- Ambassadorship

Essential Tasks

- Identify and create plan to fulfill relevant short and long-term goals from the strategic plan
- Maintain the integrity and increase the awareness of Target Hunger
- Build and strengthen relationships with various media channels / outlets
- Develop and implement a comprehensive marketing and communications strategy
- Set priorities for marketing efforts
- Review website analytics to improve online visibility and to strategic efforts
- Determine and engage audience through various media channels
- Identify collaborative opportunities with businesses and organizations on new and existing events
- Consider new initiatives, such as developing a digital platform to promote programs, events, etc.

Commitment and Term

We ask that all committee members attend and actively participate in preferably all, but no less than 80% of committee meetings (45 mins each), whether in-person or by conference call, and make at a minimum, a one-year commitment to serve.

General Responsibilities

Accepts and completes assignments of work related to the mission of the committee as requested by the committee members; Provides input and new ideas for committee activities on a regular basis; Abides by committee-specific member responsibilities as set forth below.

Staff Contact:

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