

## **4<sup>th</sup> VICE PRESIDENT MARKETING Job Description**

The Vice President Marketing shall be Chairman of the Marketing Committee. She shall acquaint the public with the purpose and activities of Assistance League® of Indianapolis and ensure that all things associated with the brand identification of Assistance League of Indianapolis reflect positively upon the organization and reflect the Mission Statement. She shall oversee the development of a marketing plan for all publicity, promotion, printed materials, displays, website, and newsletters. She shall be a member of the Budget, Community Newsletter, Computer, Public Relations and Website committees. She shall report to the President-Elect.

### **Required Skills:**

- Effective business communication skills (i.e. written and oral)
- Advanced computer skills (i.e. word, excel, PowerPoint, Photoshop)
- Need Acrobat Reader to review documents from printer.

### **Training:**

- Attend Board training.
- Be familiar with the **Standardization of Assistance League of Indianapolis Written Material** and follow its guidelines for preparation of press releases and other document sent to the media.
- Follow Assistance League of Indianapolis Policies and Standing Rules.
- Familiarize self with National Assistance League® Manual for Public Relations and the required terminology for writing or speaking about Assistance League
- Learn how to use Constant Contact and Survey Monkey

### **Responsibilities:**

- Follow Assistance League® of Indianapolis Policies and Standing Rules.
- Attend and present at monthly board and regular meetings
- Serve on the Executive Committee.
- Serve as chairman of the Marketing Committee, consisting of above-mentioned chairmen and editors. The committee shall include:
  - Chairman of Public Relations and her committee
  - Community Newsletter Editor
  - Website Administrator & Editor
- Support and provide assistance as needed to members of Marketing Committee
- Set goals with above chairmen for each area as it relates to marketing for the coming year and present these recommendations to the Board.
- Help coordinate the preparation of the mailing list for the Community Newsletter (June) and the Annual Report (December/Winter) with the Newsletter editor and the Donor Recorder
- Review Grant information for consistency and accuracy.
- In conjunction with Chairman of Public Relations:
  - Review press releases as needed to promote programs and fundraising events and forward to President and President-Elect for their review
  - Review website, production of media materials such as Chapter video, PSA's, etc.
  - Ascertain that photo releases are attached to photos in our collection before being displayed or supplied to the public

- Review printed and electronic materials, such as:
  - Program Brochure
  - Program Fact Sheets
  - Operation School Bell Direct Mailer
  - Public Relations documents – inserts for newspapers, press releases, etc.
  - Assistance League of Indianapolis brochure
  - Gala materials, ie: bid sheets, sponsorship packets, invitations, program, etc.
  - Holiday Event – invitation, program, bid sheets, etc.
  - Grant documents
  - Inserts/fact sheets for Philanthropic programs
  - Thank you letters
  - Letters to the public
  - Program materials sent to the public, ie: social worker packets, contracts with agencies or hospitals
  - Website and all references to Assistance League of Indianapolis
  - Form a committee to help review and proof-read all of the above as deemed necessary.
- Seek out ways to improve and enhance the methods in which Assistance League of Indianapolis promotes, communicates, and markets itself both internally and externally.
- Maintain detailed financial records of all expenses. Keep expense records in Marketing Manual and include in final annual report.
- Approve all expense vouchers for Community Newsletter, Public Relations, National and Chapter Websites
- Prepare budget requests in February/March for the Budget Committee considerations. The respective chairmen shall provide this information for their specific committee. Budget requests shall include:
  - Projected expenses for rest of current fiscal year.
  - Projected expenses for next fiscal year.
- Review, revise and update job description as needed and approve changes with President - Elect by January.
- Prepare Year-end report and submit two (2) copies --- one copy for Procedure Manual, one copy for President's file.
- Pass on procedure manual and train incoming Vice President of Marketing.

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