

Marketing Committee Co-Chair Career Counselors' Consortium Northeast

The Career Counselors' Consortium Northeast (CCC) promotes the professional development of career counselors and advocates for the profession by providing an open forum for communication and training, and an opportunity to connect locally and regionally. We achieve this by offering cutting-edge programming on relevant topics that advance learning, professional development, and best practices for career counselors and those interested in the profession.

Marketing & Social Media Committee Mission:

Provide marketing and social media technical support to CCC through advertising upcoming events, designing and facilitating the distribution of marketing collateral, creating correspondence to new members, and updating all social media outlets weekly.

Board Responsibilities:

- Serve on the board and contribute to strategic planning throughout the year.
- Regularly attend board meetings (4-5 per year) and participate in important related conference calls and email communication (as needed).
- Actively participate and be a presence at CCC programming events (including, but not limited to, the 4 General Meetings).
- Liaise with other career development organizations and the public, representing CCC.
- Volunteer for and accept assignments and complete them thoroughly and on time.
- Prepare for meetings, and review and comment on minutes and financial reports.
- Build collegial working relationships among board and committee members that contribute to consensus.
- Participate in the board's annual evaluation and planning efforts (typically in June).
- As needed, assist in fundraising and member recruitment efforts for the organization.

Marketing & Social Media Co-Chair Responsibilities:

- Coordinate and lead committee conference calls (about 2 times per year) and initiate and manage committee's communication via email.
- Coordinate and track social media management schedule for Facebook and Twitter; participate in managing the social media platforms as well.
- Assign committee members to manage a platform for one month at a time.
- Evaluate efforts and make changes and suggestions to board as needed to improve marketing and social media outcomes.
- Send content ideas to committee members managing social media platforms.
- Respond to requests from board and committee members who send job postings, event updates, etc. to chairs and forward to committee member currently managing social media platforms.
- Draft and send board meeting recaps and other relevant updates to committee members via email.

- Produce marketing materials for the organization and update yearly at the request of the president or fellow board members. Marketing materials may be contracted by a consultant to create, but board approval must first be established. (i.e., Thank you cards, brochures, flyers, etc.)

Qualifications:

- Demonstrated commitment to the career development field; candidates who are current CCC members preferred.
- Prior experience with social media and marketing management including strategy, messaging and familiarity with tools (Facebook, LinkedIn, Twitter, etc.).
- **Reliable** – does what they say they will do.
- **Open Communication** – willing to connect on a regular basis to stay on top of things.
- **Organized** – able to plan effectively, organize information, and create systems.
- **Detail Oriented** – able to handle small but necessary details.
- **Problem Solving** – able to respond to situations with effective solutions.

Job Type:

Part-Time, Volunteer, A term of three years will be recommended for all non Officer BOD members.

Compensation and Benefits:

This is a volunteer position, therefore there is no monetary compensation. You will be compensated with up to a two-year membership (value \$180) after full completion of two-year term.