



Chicas Latinas de Sacramento **Marketing & Community Outreach Committee Job Description**

Description

The Marketing & Community Outreach Committee is responsible for executing the calendar-based marketing strategy clearly communicating and promoting Chicas Latinas de Sacramento's mission in the community. The committee will coordinate with the other committees to coordinate events calendar.

Board Linkage

The activities and decision making of the committee will be linked to the board through oral reports, and written minutes when necessary, by the chair and/or co-chair of the committee. The committee shall perform the following functions subject to and in conformity with Chicas Latinas de Sacramento's established mission and with the approval of the board of directors.

Committee Member Qualifications

- Familiarity with the mission of Chicas Latinas de Sacramento
- Interest in planning and implementing Marketing & Community Outreach strategies to further the mission and promoting Chicas Latinas' events and programs
- Availability of time to facilitate the goals of the committee

General Roles and Responsibilities

- Recruit additional committee members
- Help determine types of marketing avenues and PR resources
- Actively participate and contribute to discussions and efforts
- Identify and solicit community partnership opportunities
- Identify and solicit community members to assist in marketing goals
- Support marketing and graphics needs of other committees
- Actively engage in a specific aspect of the overall marketing strategy
- Actively build relationships and explore opportunities for in-kind donations of printing and other marketing related services

Time Commitment

Attend a minimum of 6 in-person committee meetings in 2014
Attend a minimum of 9 in-person committee meeting in a calendar year
Attend required Chicas Latinas de Sacramento Fundraising Events

Programs Committee Chair/(Co-Chair): Job Description: responsible for overseeing all committee activities. Position reports to Board of Directors.

Approximate Hours per Month: 10-15

Specific Responsibilities:

Angela Rosas – Chicas Latinas de Sacramento, Marketing & Community Outreach Committee
2014



- Lead the committee in developing, executing and updating the action plan to provide effective marketing and community outreach strategies
- Review (and update if necessary) this chart outlining current Members, Roles & Responsibilities
- Plan and lead committee meetings while sustaining frequent communication with committee members*
- Recruit committee members
- Attend 75% or more of Committee meetings (if unable to attend, prepare an alternate facilitator)
- Ensure compliance with the Chicas Latinas de Sacramento policies per bylaws
- Ensure Documents are posted on time (such as meeting minutes, annual action plan, commitment forms, monthly reports, and workshop summaries, if applicable)*
- Assembles annual committee budget
- *Co-Chair full-fills Chair responsibilities as needed**

Public Relations Team (Working in conjunction with the Executive Director)

- Produce press releases for events (to announce in advance or after an event)
- Maintain a list of media contacts and proactively reach out to various media for coming events.
- Constantly update the local media's calendars of events.
- Write creative, gripping copy for marketing pieces and develop attention-getting, emotion-evoking graphics while ensuring a concise, consistent, and informative message, or engage other professionals in the business to produce the materials (brochures, posters, display boards, flyers, etc.)
- Assist in writing blog posts and email copy as needed
- Obtain competitive bids and select vendors for marketing materials based on quality, design, and cost.
- Implement diverse outreach strategies to ensure a diverse audience is reached
- Develop program / event specific outreach and marketing plans

Social Networking Team

- Continuously update Chicas Latinas de Sacramento's social networking sites (Facebook, Twitter, Meetup, Blog) to reach a broad audience of potential volunteers, families, and donors.
- Post news, event reminders and success stories.
- Upload pictures, photos, and compelling stories to spike user interest, feedback, and participation.
- Post "real-time" updates during events and programs



Mission Statement

To make a positive impact in both the Latin and Sacramento community by improving, connecting and embracing our culture and the community in which we call our home. (By... giving back to our community, utilizing our people and our culture to educate, inspire, and lead.)

Commitment:

I am interested in serving on the Marketing & Community Outreach Committee for the Chicas Latinas de Sacramento. I am committed to upholding the Mission Statement and Goals of Chicas Latinas de Sacramento, and promise to work to develop, support and promote the mission, programs, and events.

Signature : _____ Date: _____

Required Information:

Name:

Address: Suite/Apt. #

City: State: Zip:

Office/Home Phone: Cell Phone:

Email:

Requested Committee/Role:

Please send this form to: Chicas Latinas de Sacramento, 2572 21st Street, Sacramento, CA 95818

For more information, please email: info@chicaslatinadesacramento.org