

Social Media and Marketing Committee Chair Job Description

Committee Chairs have a strategic role to play in representing the vision and purpose of Whatcom Pride. This volunteer role ensures that their committee functions properly, has full participation at meetings, relevant matters are discussed and that effective decisions are made and carried out.

The Social Media and Marketing Committee is responsible for managing the social media accounts, website, and all other Whatcom Pride communications and marketing materials. This committee ensures Social Media accounts and the Whatcom Pride website are kept up to date, handles creation and distribution of marketing materials, and responds to inquiries from the community on social media pages. The committee chair is responsible for coordinating volunteers in the committee and ensuring they are following all Whatcom Pride social media and communication guidelines.

Responsibilities

Ensure the Parade Committee functions properly:

- Plan and run meetings as needed
- Plan for recruitment and renewal of Social Media and Marketing Committee volunteers in coordination with Board of Directors and Volunteer Coordinator
- Communicate with Whatcom Pride Board of Directors regarding decisions, progress, and event status

Social Media Management:

- Monitor and respond to social media inquiries, involving the Board of Directors as needed for accurate and timely responses
- Create and promote social media events and invitations for all Whatcom Pride events
- Work with volunteers to maintain active social media accounts on Facebook and Instagram

Website Management:

- Ensure website provides accurate event dates and details
- Maintain accurate Board and Committee Chair membership on website
- Post updates, forms, surveys, etc. to the website as requested by the Board of Directors
- Respond to website inquiries, including forwarding to proper committee chair or board member as needed

Marketing and Communications:

- Draft and release, with Board permission, Press Releases announcing Whatcom Pride Events
- Create graphic-based marketing materials for events and manage volunteers to distribute paper materials as needed

Qualities and Skills Required

- Strong leadership skills
- Good communication and interpersonal skills
- Ability to represent Whatcom Pride in a professional and positive manner
- Experience with graphic design, web design and management, or social media marketing preferred