

VOLUNTEER POSITION DESCRIPTION MARKETING COMMITTEE

This committee creates and implements plans for the recruitment of OLLI members. The committee generates an annual membership plan and assists with recruitment and outreach to expand membership.

MARKETING COMMITTEE CHAIR

- Oversee the successful implementation of the committee tasks
- Plan and prepare meeting agendas
- Lead Marketing Committee meetings
- Ensure the recording & submission of meeting minutes
- In partnership with the Volunteer Committee and staff, recruit and recommend Marketing Committee members
- Submit brief summary for monthly Leadership Board meetings

Estimated Time Commitment: 4 hours per month

MARKETING COMMITTEE TASKS

Membership Recruitment

- With OLLI Director, establish annual membership goals
- Recommend, implement, and participate in member recruitment activities
- Promote and monitor member referral program

Marketing Activities

- Work with Director to create and distribute OLLI marketing materials, including but not limited to catalogs, newsletters, and email communications
- Monitor website and recommend improvements to keep the site current and appealing
- Identify opportunities to build the OLLI brand
- Develop a calendar of speaking engagements to educate the public about OLLI
- Propose an advertising strategy and budget
- Assist with the development and delivery of OLLI presentations

Public Relations

- Develop and submit stories to local media to inform and promote OLLI
- Build relationships with local media representatives
- Identify opportunities for collaboration with local media and community organizations

Committee Size: 4-6 members; minimum 8-month residency required

Term: July 1-June 30; renewable upon mutual agreement

Estimated Time Commitment: 4-6 hours per month

Meeting Requirement: 3-6 meetings per year, as needed

Preferred Experience & Skills:

- Prior marketing, writing, graphic design, web design and/or public speaking
- Excellent interpersonal communication skills
- Excellent grammar and vocabulary; persuasive writing and editing
- Social Media development, posting, analysis
- Photography and/or video and digital editing
- Attention to detail
- Commitment to OLLI and willingness to promote the program