



## POSITION DESCRIPTION

### Marketing Support Volunteer

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#### General Description

The Marketing Support Volunteer is responsible for implementing projects and processes by which CEI connects with its key audiences: members, funding sources, partner organizations and the public generally. The Marketing Support Volunteer also works closely with relevant CEI Board committees to help plan the above projects and processes and report on their progress.

The time required to perform the duties described below may exceed the availability of any single individual. Therefore, multiple volunteers may be engaged and the duties allocated according to skills, time availability and personal preferences of the volunteers.

#### Responsibilities

- Maintain and enhance CEI's contact management system (in cooperation with CEI's Information Systems Contractor and Office Manager):
  - Review current status of records to ensure validity
  - Develop methods of segregating records by key CEI audience
  - Implement procedures for adding new contacts, updating existing contacts, and dealing with email opt-outs and bounce backs
  - Develop procedures for use of Constant Contact (and other technologies as appropriate) to communicate with identified audiences, issue event invitations, solicit donations, etc.
- Develop and execute procedures for the use of social media (Facebook, LinkedIn, etc.) to communicate CEI messages
- Follow up with members and donors annually to encourage continued receipt of membership fees and donations.
- Assist with maintenance of CEI website to ensure it remains current and reaches the intended audiences
  - Update website pages as required, including event notices, photos, etc.
  - Track monthly website statistics
  - Maintain website-based library of latest-version CEI marketing materials
- Serve as staff resource member of Board committees:
  - Events & Awards
  - RiverWatch Operations
  - Fundraising

## Reporting Relationships

**Reports To:** CEI Executive Director

**Supervises:** None

**Coordinates With:** President, Board of Directors  
Relevant Board committee chairpersons  
Office Manager  
CEI Information Systems Contractor

## Position Profile

### Requirements

- ◆ Experience in marketing function
- ◆ Excellent writing and telephone skills
- ◆ Demonstrated ability to operate independently without close supervision
- ◆ Ability to implement systems and procedures by training and working through others
- ◆ Associates or Bachelor's degree.

### Preferences

- ◆ Experience in non-profit marketing and/or fundraising
- ◆ Familiarity with MS Access, Constant Contact, FaceBook, LinkedIn, website software
- ◆ Advanced degree in business or marketing

## Position Details

**Location:** Currently "virtual" office space

**Compensation:** None

**Work Schedule:** As needed and as available (see "Responsibilities" above)