



Capital Campaign Marketing Committee Member Position Description

Number of Volunteer Needed: 2-3

Qualifications:

Marketing Committee Members will develop consistent and engaging content for communications and marketing efforts. These individuals should enjoy creative and factual writing, be confident interacting on social media, and/or have experience with graphic design. The emphasis will be on the Capital Campaign for the next few months, but after November the Marketing Committee Members will help with general marketing for the Silverton Food Co-op.

Skills requested:

- Ability and intent to be a team player
- Strong interpersonal communication and planning skills
- Excellent written and verbal communication skills
- Interest in social media content creation and engagement
- Careful attention to detail
- Experience using any/all of the following applications: Google Drive platform, Canva, MailChimp, Facebook and Instagram
- Ability to record, direct and edit video content

Responsibilities of the Capital Campaign Marketing Committee:

Create communications plan for the Capital Campaign & process to communicate with owners, edit/write newsletter articles, help with social media posting, gather testimonials from investors, work with Launch party team on invitations and communication about the event.

Time Commitment:

This is a short term project and would require 4-8 hours of work per week from August through November of 2020. After the Capital Campaign, members are welcome to stay on as the general Marketing Committee which would be a time commitment of 2-4 hours a week.