

# **San Antonio Conservation Society**

## **Job Description**

### **MARKETING**

To quote Angela Cuadros, marketing is “conveying one consistent message across all your communication platforms”. The purpose of this committee is to explore opportunities to coordinate with other Society committees to ensure that the Society advance our mission with our members and the community using a variety of media, increasing the strength of our organization’s identity and rich heritage and achievements. The committee will also work to educate the public through printed brochures, speaking engagements, and historical markers.

#### **DUTIES OF THE CHAIRMAN**

1. Appoint members to the committee and present to President for approval. Assign committee duties to the members.
2. Keep the President informed of all meetings and activities of the committee by filling out the appropriate form.
3. Work with Staff Liaison to coordinate activities of committee.
4. Include two Active Members (not on Board of Directors) and two Associate Members on the committee.
5. Work with the Strategic Planning Committee to align all marketing strategies with the goals of the Society.
6. Work to (1) develop brochures and marketing materials that describe the benefits, services, donation opportunities, and values of your organization, and (2) provide speakers to carry the message of our mission.
7. Supervise reprinting and updating of brochures produced by the Conservation Society.
8. Actively seek opportunities for speaking engagements in coordination with the 3rd Vice President in conjunction with the annual development plan. Staff Liaison will coordinate requests and help to update or create new presentations.
9. Work with the Membership Committees to coordinate strategies to encourage and enlist new members.
10. Work with the Capital Club to develop a list of potential donors.
11. Actively seek partnerships with other entities with similar purpose.
12. Develop a social media marketing strategy to include media such as Twitter and Facebook and our own website to increase our reach to those interested in your organization.
13. In coordination with the President, First Vice President, and Executive Director, identify sites and structures in need of historical markers. Create implementation plans for marker-related directives from Board
14. File a final report of the committee’s activities before the June general membership meeting.