

San Antonio Conservation Society

Job Description

MARKETING/ MEMBERSHIP DEVELOPMENT

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 identify potential groups and individuals with the intent to recruit them for membership in the Society. The committee will also work with other committees to assist in developing marketing opportunities and event promotions.

DUTIES OF THE CHAIRMAN

1. Appoint members to the committee (to include two Active Members (not on Board of Directors) and two Associate Members) 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.
3. Work with Staff Liaison to coordinate activities of committee.
4. Work with the Strategic Planning Committee to align all marketing strategies with the goals of the Society.
5. 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.
6. Supervise reprinting and updating of brochures produced by the Conservation Society.
7. 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.
8. Work with the Membership Committee to coordinate strategies to encourage and enlist new members.
9. Develop opportunities for involvement of potential members through existing programs/ committees.
10. Plan activities for new members and potential members including the new member reception in the Spring following the membership renewal deadline date.
11. Identify and participate in community activities of organizations compatible with the Conservation Society with the intent to recruit new members(ie. SiClovvia, Archeology Day, etc.,).
12. Work with the Capital Club to develop a list of potential donors.
13. Actively seek partnerships with other entities with similar purpose.
14. 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.
15. File a final report of the committee’s activities before the June general membership meeting.