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Development – Marketing & Events Aide

To help keep our older adults happy, keep our community members engaged, and help support our programs and services, we strive to create fun and engaging events. If you have a creative and aesthetic eye, bring unique outreach skills to the table, and love event planning, join us today!

Responsibilities:

- Work closely with the Special Events and Volunteer Coordinator around planning of external events, and execution of promotional and marketing strategies to bring awareness of events.
- Help design eye-catching advertisements, flyers, and digital postings.
- Plan and execute digital marketing campaigns with the Volunteer and Special Events Coordinator and Social Media Consultant.
- Assist with planning of digital e-mail marketing template designs and possible workflows for mass e-mail automation.

Commitment:

- 2-5 hours a week, Monday–Friday. Volunteer is able to set their own schedule.
- Minimum 4-8 month commitment.

Requirements:

- Show empathy and understanding when working with senior adults, and able to keep confidentiality.
- Demonstrate strong verbal and written communication skills, and energy for marketing efforts.
- Recommended knowledge of Facebook, Instagram, and Twitter.
- Willingness to learn about WordPress (website creation application), and MailerLite (mass e-mailing tool).
- Intermediate proficiency with Microsoft Word and Excel, Adobe Photoshop, Illustrator, and InDesign. Not required, but intermediate proficiency with Microsoft Publisher is a plus.
- Must pass a criminal background and personal references check.

Benefits:

- Recognition at our Annual Volunteer Recognition Celebration.
- If you are over age 55, also an opportunity to affiliate with the Retired Senior Volunteer Program of Dane County (RSVP).

The Coalition does not discriminate on the basis of age, race, ethnicity, religion, color, gender, physical handicap, marital status, national origin or ancestry, cultural differences, physical appearance, sexual orientation, arrest or conviction record, income level or source of income, student status, political beliefs, military participation or membership in the national guard, state defense force, or any other reserve component of the military forces of the United States, or less than honorable discharge.