

Marketing and Communications Committee Role Description

Overview: As a committee of the Board of Directors, members are responsible for crafting, updating, and overseeing the strategic marketing plan to maintain the integrity of the brand when promoting the organization's mission; and developing the organization's marketing message to become (more) broadly recognized as a favorable place for young workers to live, through various online media channels, exhibits and collateral.

Meeting Frequency: Every other month – February, April, June, August, October and December.

Commitment and Term: We ask that all committee members attend and actively participate in preferably all, but no less than 80% of committee meetings, whether in-person or by conference call, and make at a minimum, a one-year commitment to serve.

General Responsibilities: Accepts and completes assignments of work related to the mission of the committee as requested by the committee chair; Provides input and new ideas for committee activities on a regular basis; Abides by committee-specific member responsibilities as set forth below.

Staff Liaison: President & CEO

Essential Tasks:

- Identify and create plan to fulfill relevant short and long-term goals from the Stay Work Play strategic plan
- Maintain the integrity and increase the awareness of the Stay Work Play brand
- Recommend an annual marketing budget
- Develop and implement a comprehensive marketing and communications strategy
- Work with President & CEO on short and long-term marketing needs
- Set priorities for marketing efforts
- Assist with the continued development of the website; ensuring relevant and current content
- Create a style and usage guide to maintain brand standards
- Review website analytics to improve online visibility
- Determine and engage audience through various media channels
- Identify collaborative opportunities with businesses and organizations on new and existing events
- Consider new initiatives, such as developing a digital platform to promote workforce opportunities provided by employers to young workers
 - Plan and launch the next generation of NH Internships and NH Apprenticeships
- Work with the Development Committee to discover grant funding opportunities to support marketing and communications strategy