

## BOARD POSITION PROFILE – MARKETING & PR

### Position Goal

Direct the planning, development and implementation of a comprehensive marketing, communications and public relations program that will enhance Future Foundation's image and position within the marketplace.

### Key Roles and Responsibilities

- Guide the Board in developing a marketing and public relations strategy that will help accomplish Future Foundation's strategic mission and goals.
- Be the subject matter expert of Future Foundation's brand, positioning statements and supporting collateral; enable the Board to deliver a consistent, powerful message.
- Increase Future Foundation's ability to leverage different media to spread awareness and reach diverse audiences.
- Develop short- and long-term plans and budgets for the marketing and public relations program and its activities.
- Conduct marketing research and make refinements to focus and improve marketing strategies.
- Partner with Development to ensure alignment and synergies and to increase base of consistent donors.
- Chair the Marketing Committee; recruit and direct committee volunteers and staff to execute the objectives.

### Skills, Knowledge, and Abilities

- Marketing and public relations management, including donor acquisition and management
- Design and execution of marketing strategies
- Social Media: Twitter, Facebook, LinkedIn, etc.
- SEO, Google Analytics
- Branding
- Event management

### General Requirements

- Ability to meet required time commitments
- Interest and enthusiasm for marketing and public relations
- "Roll your sleeves up" attitude; eagerness to contribute to the advancement of Future Foundation
- Serve as an advocate for Future Foundation at every opportunity
- Fundraise and work to develop resources sufficient to ensure the future of Future Foundation

### Personal Attributes

- Honesty and integrity
- Good team-builder and team member
- Respected and respectful
- Solid professional reputation