

## Marketing Volunteer Position Description

**Time Requirements:** Minimum six-month commitment; approximately 12 hours per month

**Reports to:** Marketing Communications Manager

### Responsibilities:

- Assist the Marketing Department in brand storytelling across multiple platforms
- Pitch and execute story ideas to be featured online and in quarterly newsletter
- Craft social media posts and assist with paid targeting
- Coordinate event promotion and PR, as needed
- Update and maintain website, as needed

### Skills & Qualifications:

- Strong creative writer
- Social media savvy
- Excellent communication and interpersonal skills
- Comfortable conceptualizing and pitching ideas
- Basic knowledge of Wordpress or other web-hosting platforms
- Understanding of PR best practices
- Ability to learn information about Alzheimer's San Diego
- Ability to work cooperatively with staff and volunteers
- Reliable and flexible, and maintain a professional appearance
- Maintain confidentiality

### Requirements & Training:

- Background check (Alzheimer's San Diego expense)
- Complete paperwork

### Attire:

- Business casual
- No jeans, shorts, flip-flops or casual T-shirts