

Volunteer Event Marketing Coordinator

Weekly Commitment: 2-4 hours

Work Location: Beltrami County History Center or from home*

Description:

The Volunteer Event Marketing Coordinator is pivotal in promoting the Historical Society's events and activities to the community. Reporting to the Executive Director, the Coordinator will work closely with the Executive Director and event speakers/performers to gather pertinent event details and effectively communicate them to our target audience.

Responsibilities:

1. **Gathering Event Details:** Collaborate with the Executive Director and event speakers/performers to collect all necessary information about upcoming events, including date, time, location, theme, featured speakers/performers, and any special highlights.
2. **Crafting Press Releases and Flyers:** Develop compelling press releases and eye-catching flyers that effectively communicate the key details and highlights of each event. Ensure all promotional materials are clear, concise, and aligned with our organization's branding guidelines.
3. **Distribution of Promotional Materials:** Utilize various channels, including our website, social media platforms, local online channels, email newsletters, and community bulletin boards, to distribute press releases and flyers to our target audience. Monitor the effectiveness of each channel and adjust strategies as needed to maximize outreach.
4. **Marketing Outreach Expansion:** Actively seek opportunities to expand our marketing outreach efforts and increase our organization's visibility within the community. This may include exploring new advertising platforms, establishing partnerships with local businesses or organizations, or implementing creative promotional tactics.

Qualifications:

- Excellent written and verbal communication skills
- Strong attention to detail and ability to accurately convey event information.
- Proficiency in Canva is preferred but not required.
- Familiarity with various social media platforms and online marketing tools
- Ability to work independently and collaboratively.
- Passion for our organization's mission and dedication to promoting our events to the community.
- Work from home is feasible, but the volunteer must have their own computer and internet connection.

This volunteer position with flexible hours offers a rewarding opportunity to make a meaningful impact in promoting our organization's events and engaging with our community. To apply, please send an email of interest to depot@beltramihistory.org.