

Marketing Assistant – Trans Unity Coalition (TUC)

Volunteer Position | Unpaid | Remote

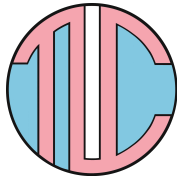
Role title: Marketing Assistant. May be referred to as MA.

Primary Division: Recruitment Team

Reports to: Current Executive Director (ED)

Duration: Ongoing, indefinite

Great early experience for: Marketing coordinator, digital marketing specialist, campaign associate, or brand communications assistant



Duties:

General Provision: The following duties are non-exhaustive. As such, additional needs may be incorporated as this role develops. All duties and responsibilities pertaining to the MA role are subject to change at the discretion of the non-profit ED, but will be best kept in line with the essential needs of the recruitment team and its resources.

Event promotion: Find locations, both physical and virtual, to promote events or activities TUC is holding. Expand our database of virtual (web or other platforms) locations for event promotion. Actively promote our events in these spaces.

Recruitment: Assist with promotional campaigns to drive up volunteer application interest.

Brand recognition: In similar fashion, lead campaigns to spread the word about TUC where our reach does not yet exist. Identify locations where TUC is lacking public awareness.

Marketing Development: Work with leadership, effectiveness coordinator (EC), and/or independently to improve the efficiency of TUC's marketing tactics.

Time Expectation: MA should expect up to approximately 2-5 volunteer hours per week.

Additional Terms:

Acting Authority: Under these stipulations, the ED has final say and decision-making authority over role changes and new assignments. No final decision to act is to be made without permission from a supervisor, or in lieu of one, the Executive Director.

Role Flexibility: This volunteer role serves to further expand the recruitment team, as the collective team at TUC fleshes out various needs and duties during its development as an expanding non-profit organization.

This role also provides for role flexibility while acknowledging that due to TUC's many needs across several teams, the ED ultimately has final say regarding role need, direction, and decision-making. To accommodate this relationship, the ED aims to provide listening space for the purpose of learning how to improve this role.