



Business Leaders Linked to Encourage New Directions  
P.O. Box 3505  
Grand Rapids, MI 49501

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## Digital Marketing Chair Position Description

**Objective:** To coordinate the planning, maintenance, and accessibility of BL²END's digital content. Ensure layout/positioning/navigation of content are consistent with organization brand and mission across all mediums.

### Responsibilities

- Develop and maintain website copy and visual assets
- Update organizational social media presence (e.g. Twitter, Facebook, LinkedIn, YouTube, Flickr, etc.)
- Participate in the development and integration of graphical and multimedia components into the Web site, including audio and video.
- Review statistics and monitor analytics website and social media outlets
- Assess competing Web sites as regards to content, look and feel, and functionality, and make improvement recommendations to our organization's site.
- Communicate with Executive Committee to manage Marketing budget

### Requirements

- Technical skills and experience in computer programming languages, operating systems and Internet applications such as HTML and XML.
- Reliable access to the Internet
- Promote BL²END within your personal and professional networks
- Independent self-starter
- Value teamwork and collaboration within a grassroots, volunteer organization
- Commit to a two-year term
- 10-15 hours per month

### Benefits

- Play a key role in shaping the culture in Grand Rapids as it relates to diversity
- Gain experience in building and working with volunteers
- Build and improve personal brand
- Opportunity to network with diverse community leaders
- Recognition as leader of one of Grand Rapids' premiere organizations for diversity