



BL²END Board Marketing Communications Co-Chair Position Description

Objective: To promote and manage the BL²END brand through marketing, communications, public relations, outreach and monthly events.

Responsibilities:

- Develop, implement, and maintain all strategic marketing, communications, public relations, outreach and event activities and materials
- Write and/or edit copy for all organizational communications materials, distributed via email, on the organization website, various online outlets and external requests
- Develop and maintain website copy and visual assets
- Maintain email database and communication with organizational constituents
- Update organizational social media presence (e.g. Twitter, Facebook, LinkedIn, YouTube, Flickr, etc.)
- Manage event promotion through online event management software
- Convene Marketing Communications committee and maintain consistent communication
- Develop plan to consistently increase visibility and reputability of organization
- Communicate with Executive Committee to manage Marketing budget
- Performs other responsibilities assigned by President and/or Vice President

Requirements:

- Superior copy writing, verbal and interpersonal communication skills
- Innovative and strategic thinker, with strong tactical implementation skills
- Technologically astute and savvy, with reliable access to the Internet
- Promote BL²END within your personal and professional networks
- Detail-oriented
- Independent self-starter
- Value teamwork and collaboration within a grassroots, volunteer organization
- Commit to two-year term

Benefits:

- Positively impact the experience of diverse professionals in Grand Rapids
- Gain experience in leading a 100% volunteer, 501c7 nonprofit organization
- Opportunity to network with diverse business and community leaders
- Recognition as a leader of one of Grand Rapids' premier organizations for diversity
- Build and improve personal and professional brand