



## Media/ Marketing Committee Position Description

**IDEAS Media/Marketing Committee** is the official name of this IDEAS For Us group whose focus is to engage, educate, and activate Floridians through storytelling online to the IDEAS audience. Sign up by visiting [www.ideasforus.org/eco-committees](http://www.ideasforus.org/eco-committees)

**REPORTS TO:** Board of Directors Member: Jeff Benavides, Program Committee Chair: Lee Perry, and Lead Organizer: Caroline Chomanics

- **Salary Status:** Unpaid Volunteer and Active Contributing Member (Visit [www.ideasforus.org/membership](http://www.ideasforus.org/membership))
- **Minimum Time Commitment:** Monthly Two Hour Meeting: Every Last Saturday Afternoon from 2 pm - 4 pm.

**Goal:** Support strategic planning, outreach and engagement methods for the IDEAS For Us online presence. Help to increase followers, doing online outreach and continuing to communicate the environmental needs of our community, state, and planet aligned with the United Nations Sustainable Development Goals.

### REQUIREMENTS:

- IDEAS for Us Media/Marketing Committee Members must be a strong communicator and decision-maker with the mission of the organization consistently in mind.
- IDEAS for Us Media/Marketing Committee Members need substantial knowledge of local/ international environmental challenges and have an interest in sustainability initiatives.
- An IDEAS for Us Media/Marketing Committee Members must work towards the key goals and objectives that best suit the overall needs of the organization which align with its core values towards developing a healthier, more sustainable future for the planet.
- All IDEAS for Us Media/Marketing Committee Members must give notice before resignation or lengthly vacation periods.
- All IDEAS for Us Media/Marketing Committee Members must practice a professional, constructive, and positive work attitude to ensure high morale and productivity.

**RESPONSIBILITIES:** Provide expertise on a subject matter related to your field or profession while helping guide the IDEAS Media/Marketing team in strategic planning to optimize the online presence of IDEAS For Us.

- ✓ Create campaigns to spread awareness of related events, policies or environmental related legislation, memberships, and services provided by IDEAS.
- ✓ Build relationships with the community to build the long term engagement of the IDEAS audience.
- ✓ Help to fundraise for better equipment, advertisement budgets or physical media needs.

### SPECIFIC DUTIES:

1. Attend monthly committee meetings to aid in planning campaigns and promotion of IDEAS For Us action related events.
2. Attend the Monthly IDEAS Hive and help spread awareness about this committee with the help of gaining more experts in Media/Marketing to help build out this department.
3. Research fellow community members who may be interested in getting involved / help to build out contact list.
4. Help schedule social media posts, find climate-related articles to promote and help take footage/edit video based on the area of expertise.

**Acknowledgment:** By signing below, I officially accept the role of **Climate Strike Committee Member** for the 501(c)3 nonprofit IDEAS for Us.

Print Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_