

Boojum Institute – Board Position Profile - Marketing Specialist

This document describes the position duties and opportunities for the Marketing Specialist Board Member.

Current goals of the board

The *Boojum Institute* Board of Directors is responsible for establishing direction for the Institute, and setting overall policy and strategy objectives. The board also reviews the Executive Director's plans for achieving Boojum Institute's mission, oversees and gives final approval to the annual budget, evaluates the organization's progress toward strategic goals, ensures sufficient resources are available, and works to enhance the Institute's public standing.

Overall goal of the Board Marketing Specialist

Directs the board's Marketing planning and activities. Participates in setting the Institute's strategic direction and provides leadership to ensure the Institute achieves its goals and objectives supporting the accomplishment of the strategy. Serves as an active board member.

Key roles and responsibilities

- ▶ Participates on the Board to determine or re-evaluate the agency's mission and purpose
- ▶ Participates in strategic planning
- ▶ Develops the long-term and annual Marketing Plan
- ▶ Directs implementation of the annual Marketing Plan and supports development of marketing collateral material
- ▶ Monitors and support fundraising activities, particularly with marketing support of fundraising programs.
- ▶ Supports the recruitment, evaluation, and election of new board members as needed
- ▶ Works with external relations team, identifies and cultivates on-going relationships with potential donors and sponsors
- ▶ In partnership with the Board President and Finance Committee Chair creates fundraising objectives to support the Annual Budget
- ▶ Ensures adequate organizational resources, particularly Marketing related support and materials, are available
- ▶ Determines, monitors, evaluates, and strengthens the Institute's programs and services
- ▶ Enhances the image and public standing of Boojum Institute by conducting ongoing outreach to the community
- ▶ Ensures legal and ethical integrity and maintain accountability to the organization's stakeholders

Skills, abilities, and experience needed to succeed as the Board Marketing Specialist

Personal

- ▶ Can make required time commitment
- ▶ Willing and able to solicit and fundraise on Client's behalf, may include making a personal contribution
- ▶ Demonstrated excellent planning and organization skills
- ▶ Honesty and integrity
- ▶ Creative and innovative
- ▶ Visionary: future orientation
- ▶ Ability to effectively communicate both verbal and written; excellent platform presentation skills;
- ▶ Open-minded and articulate
- ▶ Excellent influencing skills
- ▶ Good team-builder and team member
- ▶ Self-confident
- ▶ Respected and respectful

Professional

- ▶ Be an expert on Marketing with a minimum of 10 years professional Marketing experience, including ad campaign, branding, and brand identity experience.
- ▶ Familiar with multi-faceted fundraising campaigns including grant writing, corporate and private giving campaigns, foundations and major event coordination
- ▶ Demonstrated hands-on project management skills with large scale projects
- ▶ Excellent interpersonal and influencing skills, organization savvy
- ▶ Strong analytical skills
- ▶ Demonstrated effectiveness in meetings and task forces; seen as a leader
- ▶ Leadership/Board experience in another non-profit organization
- ▶ Solid professional reputation
- ▶ Potentially able to donate/assign time and staff resources through personal networks and other organizations or companies
- ▶ Technically proficient in Microsoft Word, Excel, Outlook, PowerPoint, LinkedIn, etc.
- ▶ Bachelors degree in Marketing, MBA desirable

Estimated time commitment and meeting format

- ▶ Attendance at quarterly in-person board meetings
- ▶ Participation in monthly Executive Committee teleconferences
- ▶ Participation in other meetings as required
- ▶ Estimated time commitment: 10 hours monthly
- ▶ Busiest time-period: work is consistent throughout the year though fundraising events may create additional activity

Selection process

- ▶ Selection by the sitting Board Selection Committee

Volunteer benefits

- ▶ High-profile position with a prominent nonprofit

Term limit

- ▶ 3 year term