



The Director of Marketing (DM) is a non-voting member of the Leadership Team of the Lambda Theta Alpha Foundation and is appointed in a manner consistent with the bylaws. They are accountable to the Board for the fulfillment of the duties and responsibilities outlined below.

### **Time Commitment and Term:**

- 10 hours per week (Development and management of marketing strategy, creation of content, etc).
- The Director term will be for one consecutive year (2025-2026), beginning January 15, 2025, and ending January 14, 2026, and eligible to be renewed for an additional term.

### **Roles and Responsibilities:**

His/her main duties are to:

- The DM shall develop a comprehensive marketing strategy to increase presence on social media platforms.
- The DM shall collaborate with the VPC and DBD when developing marketing strategy for increased presence.
- The DBD shall assist in managing and supervising volunteers supporting content creation.
- The DM shall serve as needed on various projects including the full scope of public relations and communications activities.
- The DM shall sit on the Communications Committee.

### **Position Skills and Qualifications:**

- Enthusiasm for the mission of the Foundation.
- Well organized, detail-oriented, and the ability to multitask.
- Have good verbal and writing skills.
- Strong interpersonal skills.
- Proficient in technology tools such as G Suite and graphic design programs, such as Canva, Adobe Illustrator, In Design and Photoshop.
- Collaborative and dedicated to team efforts.
- Must have supervisor / managerial experience.

### **Financial Contribution**

Financial Contribution: Directors are expected to make a personal meaningful financial contribution of at least \$100 upon acceptance of their position. Directors are also expected to give an additional \$100, during each term year, for a total contribution of \$200, by the end of each term year.