

## **Position Title: *Marketing Director***

*Position Description (Summary)* Do you have the talent to help others get their thoughts into print, write news articles that will catch the reader's attention, and come up with original catchphrases, slogans, messages?

### Position Description

The *Director of Marketing* shall be responsible for promoting the Destination Imagination (DI) Program for the Affiliate. The Director of Marketing must be able to use critical thinking, analytical, and problem solving skills to work in a creative partnership with the organization to create awareness and outreach materials for DI events and program. This individual will help develop effective letters, brochures, and other marketing materials to increase public knowledge and understanding of the Destination Imagination program. As a volunteer for MTDI, the Marketing Director will support the vision and the mission of the organization, and will act responsibly and prudently.

### *Primary Duties*

- Communicate with schools, local coordinators, Team Managers, volunteers, community groups, local media, etc., about the DI program
- Promote and market the DI program to local schools and organizations
- Provide promotional materials to facilitate program growth
- Maintain an affiliate presence via social media outlets
- Work with Webmaster to post promotional materials and news to the Affiliate website
- Compile a year - end report and submit report to the Board of Directors
- Work with the PR Coordinator to develop, implement, and evaluate the annual communications plan
- Track and measure the level of engagement within the network over time

### *Interest Area:*

- Enjoys organization and creativity
- Able to work independently
- Likes working with others to make sure the organization has a successful program year
- Enjoys creative, informational writing
- Likes journalism and marketing

*Location:* Montana

*Date:* Year round with majority of work between July and April. Flexible hours with average of 1 - 2 hours per week.

*Age of Suitable Volunteers:* 21+

### *Required Skills/Qualifications (Training Requirements)*

- Computer Skills.
- Must be able to communicate professionally
- Strong organization and communication skills.
- Must be able to work effectively and respectfully with adults and children.
- Must be able to work effectively and respectfully with the Board of Directors
- Flexibility and willingness to learn new skills
- Social media skills

### Specific Skills

Superb writing, marketing, and communication skills