

# **THE AMP INTERACTIVE MARKETING VOLUNTEER**

## **Job Description**

### **BASIC FUNCTION**

The **Interactive Marketing Volunteer** is responsible for assisting the Marketing Lead in implementing The AMP's overall communications and marketing plan -- focusing specifically on digital communications (website, social media, and email marketing) -- to build awareness about The AMP and to increase community involvement and investment.

### **REPORTING RELATIONSHIP**

- Marketing Lead

### **PRIMARY DUTIES & RESPONSIBILITIES**

- Work with Marketing Lead to establish social media strategy and best practices
- Manage social media channels (primarily Facebook, Twitter, Instagram) and editorial calendar to ensure content is approved and released on time
- Create and send e-newsletters to The AMP stakeholders
- Keep up to date and informed on new social media trends and adapt accordingly
- Ensure proper messaging is being executed online
- Identify leaders and influencers (internal/external) and engage them in brand activities

### **QUALIFICATIONS**

- Ability to take initiative, employ good judgment, and manage projects from beginning to end
- Excellent writing, editing, and proofreading skills
- Exceptional ability to manage details
- Ability to multitask in a fast-paced environment
- Ability to meet deadlines and to anticipate next steps or needs
- Work effectively both independently and as part of a team
- Be available for at least 4 hours a week
- Adobe Creative Suite experience a plus
- Strong working knowledge of email marketing applications

### **BENEFITS**

- Resume building experience in marketing and communications, relationship management, and other aspects of community relations, marketing, and communications.

### **REFERENCES**

- References should speak to the applicant's sense of camaraderie, integrity, professionalism, responsibility, and flexibility.