

Click the link below to customize this position description for your chapter:

<https://docs.google.com/document/d/13Bq1yMogzwlJCU6e96MsSbJ5dZL0usww/edit?usp=sharing&oid=111620092954040361117&rtpof=true&sd=true>

Volunteer Position Description Chapter Marketing/Communications Coordinator - **Location**

Room to Read is creating a world free from illiteracy and gender inequality. We are achieving this goal by helping children in historically low-income communities develop literacy skills and a habit of reading, and by supporting girls as they build skills to succeed in secondary school and negotiate key life decisions. Room to Read collaborates with local communities, partner organizations and governments to test and implement innovative models that can be integrated into the education system to deliver positive outcomes for children at scale.

The Opportunity

As Room to Read continues to scale, we continually look for passionate, results-driven, entrepreneurial people to join our team. If you would enjoy a volunteer environment that has a global impact on literacy and girls' education, we invite you to explore a unique, meaningful opportunity with us.

The **Chapter Marketing/Communications Coordinator** position spearheads marketing efforts in the **Location** region to promote brand awareness efforts on behalf of Room to Read. The role is a flexible, exciting volunteer position that collaborates with the Chapter Leader as well as global and regional Room to Read staff members.

Duties & Responsibilities:

- Collaborate with the Chapter Leader as well as other regional Chapter volunteers
- Contribute to annual plans (focused on marketing activities) that are submitted by the Chapter Leader to the Global team
- Leverage standardized marketing processes and platforms, tailoring them, as applicable, for regional needs; these may include:
 - Promoting Room to Read in social media (e.g. Facebook, Instagram, Twitter, etc.) to promote regional activities and in concert with Global social media efforts
 - Writing regional newsletters or related emails to communicate with and engage Chapter volunteers and donors
 - Determining other appropriate marketing campaign efforts and leveraging Room to Read resources, templates, graphics, and messaging and brand guidelines
 - Managing the Chapter website and ensuring updates to promote upcoming events and accurate donation and social media efforts
 - Tailoring Room to Read promotional materials (e.g. presentations, flyers, etc.) to leverage for regional Chapter fundraising efforts

- Engage with other volunteers in similar roles to collaborate and leverage expertise
- Stay current with Room to Read messaging, annual plans and events as well as key Global campaign calendars
- Adhere to data protection regulations and privacy policies, and media outreach guidelines to ensure compliance

Qualifications:

Required:

- Committed and reliable with the ability to start or maintain brand awareness initiatives
- Self-motivated, flexible and able to work without close supervision
- Extremely detail-oriented, accurate and organized
- Adept at using various digital platforms (e.g. Facebook, Instagram, Zoom, Microsoft, Google, etc.)
- Excellent written, verbal, and interpersonal skills in English
- Collaborative and creative/innovative

Preferred:

- History of dedicated volunteer activity and/or commitment to nonprofit organizations
- Prior success leveraging social media platforms to promote a brand
- Demonstrated ability to plan and execute development activities
- Flexibility to adapt based on market trends
- Ability to take on ad hoc projects, as needed

Compensation:

This is a volunteer opportunity; compensation will not be offered. However, this position offers a unique opportunity to join a network of Chapter Leaders who are part of a Global effort to transform literacy and girls' education around the world. Join our non-profit volunteer base and be part of an innovative, meaningful and growing team. The role is flexible and tailored to meet the needs of various regional markets.

To be successful at Room to Read, you will also:

- Have passion for our mission and a strong desire to impact a dynamic nonprofit organization
- Be a proactive, innovative thinker who achieves results and creates positive change
- Have a very high level of personal and professional integrity and trustworthiness
- Embrace diversity and a commitment to collaboration
- Thrive in a fast-paced and fun environment

Room to Read is proud to be an equal opportunity employer committed to identifying and developing the skills and leadership of people from diverse backgrounds.

EOE/M/F/Vet/Disabled

