

## Internal Team Role: MARKETING TEAM

*Purpose/Objective: The members of the Marketing Team assist PennPAC leadership in the development of marketing strategy and **implementation, as needed.***

**Location:** Most of the team's work will be conducted virtually through conference calls and emails. Occasionally, an in-person meeting might be scheduled (with a call-in option available).

### Key Responsibilities:

- Participates in team meetings to discuss marketing plans and strategy.
- Leverages personal and professional networks and help us market the organization.
- Develops marketing strategies as they relate to key marketing goals.
- Assists with strategy implementation, as needed.
- Provides social media, writing and/or or graphic design services, depending upon the volunteer's expertise and PennPAC's current needs.

**Reports to:** Executive Director

**Qualifications:** No specific qualifications are necessary, but experience in marketing is helpful.

**Length of Position:** Team members may be assigned to the team for one semester or two, depending on the volunteer's other PennPAC commitments and general availability.

**Time Commitment:** Typically, participants spend about 3-5 hours per month.

**Training/Support:** Training is hands-on as needed. The Operations Manager will be available to provide any support necessary and to answer questions.

**Benefits:** A fun and meaningful volunteer experience collaborating with Penn alumni in helping to improve the efficiency and effectiveness of PennPAC's marketing plan.

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