

College of Saint Benedict and Saint John's University
CSB Alumnae Relations and SJU Alumni Relations

Position Title: Marketing Volunteer, YAC (Young Alumni Committee)

Primary Staff Contact: CSB: Amy Anderson, aanderson005@csbsju.edu; SJU: Jean Dempsey, jdempsey002@csbsju.edu

Purpose of Position: Connect with young alums and current students through digital marketing to promote and engage these groups with the Young Alumni Community.

Responsibilities:

- Promote YAC related programming through email, Facebook, Twitter, and Instagram.
- Facilitate creation of current student emails targeted to each class year and ensure distribution.
- Design content for e-newsletters, social media, and manage distribution of content across channels as well as determine audience for specific content.
- Manage social media channels by; increasing followers; keeping up-to-date on CSB/SJU happenings to share with audiences; responding to comments and messages.
- Collaborate with CSB/SJU staff to contribute to complex marketing plans for events like Homecoming, Job and Internship Fair, REDTalks, and Class Reunions.
- Assist other Young Alumni Committee volunteers in promoting YAC events, workshops, forums, etc. to the Young Alumni Community.
- Pitch and implement new ideas to create online engagement with the YAC as well as Saint Ben's and Saint John's.

Qualifications:

- Ability to write clearly, accurately, and succinctly.
- Background in marketing, social media through their profession, education, volunteerism, or other opportunities which show ability to promote a project, business, or organization.
- Must have an interest in supporting CSB/SJU, their current students, and the Young Alumni Community.
- Must be willing to follow institutional style guides and cooperate with content expectations on behalf of the University.
- Willingness to submit a monthly report of volunteer activities.
- Proven background as an excellent communicator and collaborative worker.
- Ability to travel for occasional events (3-4 times per year) and attend all YAC Quarterly Meetings (4 per year).

Training Requirements:

- 1-hour orientation video chat

Time Commitment:

- 1 hour per week for marketing related work,
- 3-4 yearly events where volunteers are needed with 3-4-hour time commitments,
- Quarterly in-person meetings in the Twin Cities with the Young Alum Committee
- Periodic check-ins with YAC co-chairs

Benefits:

- Positive connection to CSB and SJU
- Portfolio of work built over the course of volunteer term
- Expanded professional network and collaborative work CSB and SJU Alum Board volunteers
- Free access to YAC events

CSB/SJU Expectations:

- Be respectful of students' level of engagement and comfort in a networking environment.
- Act as a role models- contributing time, talent, and treasure for the well-being and success of CSB/SJU.
- Act as ambassadors of CSB/SJU in your respective communities, promoting CSB/SJU as opportunities arise.
- Participate fully in the execution of your volunteer assignment.

I have read and understand the details for this position description. I understand by signing below that I agree to the terms of this position outlined above.

Name (print): _____

Signature: _____ Date: _____

Supervising Staff Signature: _____ Date: _____

Date Reviewed: 5/7/2020