



Director of Marketing Position

Description: The Director of Marketing (DM) is a multifaceted role that involves managing TLW's social media presence, public relations, branding, graphics/flyer designing efforts, and audio visual needs. After receiving objectives/directives from the Executive Director, the DM will outline a set of bit size tasks to fulfill the objective. The SMART goal setting method (Specific, Measurable, Attainable, Reasonable, Timely) shall be utilized. The DM will not necessarily be expected to fulfill all these tasks directly but be responsible for managing a team of individuals to fulfill objectives that require skills outside of the DMs skillset.

Duties include but are not limited to:

- hosting Learning Sessions
- managing TLW's social media accounts (including but not limited to Instagram, LinkedIn, etc.)
- creating flyers as needed (for seasonal recruiting drives, leadership positions, elementary school outreach)
- serving as Webmaster maintaining the website (ensuring it is aesthetically pleasing, adequately branded, and efficient in purpose) [go through and take notes]
- manage organizational branding (revising logo, creating email signatures for team members, etc.)
- other tasks as requested by the Executive Director or Board of Directors
- Resource Doc (link, images slides)
- familiarize yourself with the google drive
- get login details to TLW main account
- manage VTrack

Tentative time commitment ~1-2 hr/week (flexible and fluctuates from week to week)

Do not feel overwhelmed by the stuff above! The DM will be trained on how to complete all of the above. If you have any questions, please email tlwdirector@gmail.com

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