



Young Jains of America

Federation of Jain Associations in North America

Position Description

The primary duties of the Director of Marketing shall include, but not be limited to:

1. Acting as the chief promoter of the Organization's projects, initiatives and activities by:
 - a. Working with Directors to promote new content releases by creating graphics, media, and other marketing materials;
 - b. Working closely with the Regional Coordinators and the Director of Events to promote events by creating graphics, videos, and other marketing materials;
 - c. Establishing a protocol for all Board members to follow when submitting social media post and campaign requests;
 - d. Developing marketing plans for events, initiatives, campaigns, and events; and
 - e. Maintaining and strengthening the YJA Brand.
2. Managing the Organization's social media platforms (Facebook, Instagram, Twitter, LinkedIn, TikTok etc.), by:
 - a. Scheduling posts for all projects, initiatives, and activities;
 - b. Designing engaging content and reviewing content generated by other Board members;
 - c. Responding to messages and requests sent to the Organization on social media platforms;
3. Creating and keeping regularly updated a content calendar for all of the Organization's social media channels and communication outlets;
 - a. This includes actively promoting (emails, messages, social media) the Organization's events and projects.
4. Assisting in drafting and editing public statements made by the Organization;
5. Utilizing relevant analytics and tracking data to constantly document and improve upon the Organization's digital and marketing reach;
 - a. Expanding the Organization's visibility by reaching broader and more diverse target audiences through data-driven marketing strategies
6. Maintaining the Organization's media archives including, but not limited to,
 - a. Photos from events, in conjunction with the Director of Events and Regional Coordinators;
 - b. Videos;
 - c. Public statements made by the Organization; and
 - d. Press or media coverage;
7. Utilizing a Committee as needed to support these initiatives; and
8. Fulfilling their individual obligations as set forth in the YJA Operating Manual;



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Eligibility Requirements

1. Minimum age requirements:
 - a. Are a minimum of eighteen (18) years of age (as of July 31, 2026); OR
 - b. Are a minimum of sixteen (16) years of age (as of July 31, 2026) and have either:
 - i. Served as a recognized Local Representative, Subcommittee, Project Team, or Convention Committee member with a letter of recommendation from a current Executive Board member; OR
 - ii. Submit, with their application, a letter of recommendation from a member of the executive committee from their local Jain center.
2. Maximum age requirements:
 - a. Are not 30 years of age until after September 15, 2027.