BI Brazos Interfaith
IN Immigration Network

Communication and Marketing Committee

Duties and Responsibilities:
The Communication and Marketing Committee members work with staff to develop strategies and content that promote BIIN and its programs to all its audiences. The Committee members provide content (written and visual) for social media, the newsletter and the website. They also provide feedback on brand relevance and consistency, use of social media, the website and other digital platforms.

Activities include:

- Contribute expertise to assist staff in establishing organizational marketing, branding, and communication plans and initiatives. Provide feedback on marketing strategies and tools, including communications plans, materials, media strategy, and social media.
- Build on the current brand and develop creative outreach that will drive new donors and increase awareness of BIIN in the immigrant community.
- Advise staff on strategies and development for various marketing communications channels and means of web presence including: electronic/social media (e.g. Facebook, Instagram, LinkedIn, etc.), newsletter, public relations, website, and printed collateral.
- Work with staff and interns to create and edit content (written and visual).
- Maintain and build relationships with key partners and members of the English and Spanish-language press in conjunction with staff efforts.
- Produce templates to help Board members communicate BIIN's mission, vision & values, and promote classes, programs and other activities.
- Identify speaking engagements for staff, Board members and community to help market and brand BIIN.
- Increase marketing and communications links between BIIN and other businesses, organizations, and other potential partners.

Qualifications:

- Demonstrated interest in the non-profit/social responsibility sector.
- Excellent writing and verbal communication skills.
- Working knowledge of a range of digital tools and willingness to learn new ones.
- Comfortable taking initiative, working with and teaching others to use digital tools.
- Experience with graphic design and/or creating and editing short videos is helpful but not required.

Time Commitment: In addition to the monthly Board meetings, committee members spend approximately 3-4 hours a month working on job duties.