Virginia Beach Council of Civic Organizations

Helping Civic Organizations Remain Educated for 66 years
Post Office Box 9252
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Job Description
Marketing Subcommittee Chair

Purpose

The Marketing Subcommittee Chair develops and produces professional, engaging, and informative marketing and promotional materials that increase awareness of the VBCCO's mission, programs, events, educational opportunities, membership, and resources among member civic organizations and the Virginia Beach community.

Key Responsibilities

- Work with the Communications Chair, the Executive Committee and corresponding Committee Chairs to identify marketing and promotional needs for VBCCO programs, events, workshops, membership opportunities, and special initiatives.
- Gather appropriate information to develop and produce VBCCO marketing and promotional materials, including trifold brochures, flyers, handouts, even promotional materials, informational pieces, and other printed or digital resources as needed.
- Maintain consistent use of the VBCCO's name, logo, branding, formatting, and approved messaging across all marketing and promotional materials.
- Coordinate with all Communication Subcommittees to provide appropriate marketing materials and content for use in digital communications, website postings, social media, newsletters, and email communications.
- Work with the Communications Chair to ensure marketing materials are accurate, timely, consistent with the VBCCO's mission and policies, and appropriately reviewed and approved before distribution.
- Maintain an organized collection of current marketing materials and identify materials that need to be updated, revised, or replaced.

Desired Skills and Qualifications

- Experience or interest in marketing, graphic design, communications, public relations, or promotional materials (or willingness to learn).
- Strong organizational skills and attention to detail, particularly when developing, proofreading, and producing materials.
- Good written and visual communication skills, with the ability to present information clearly, accurately, and attractively.
- Creativity and the ability to develop engaging marketing materials while maintaining a professional organizational image.
- Familiarity with design or publishing tools used to create brochures, flyers, graphics, or other promotional materials is a plus.

Time Commitment

- Approximately 4-6 hours per month. Typically this includes developing and producing marketing materials, coordinating with Committee Chairs regarding upcoming events and initiatives, and updating existing materials as needed. Additional time may be needed when developing materials for major events, programs, or special initiatives. Work can be done remotely on a flexible schedule.

Volunteer Benefits

- Enhance your skills in marketing, graphic design, communications, and promotional materials through hands-on experience.
- Gain experience developing professional marketing materials for a community-focused organization.
- See the direct impact of your work as civic organizations, residents, and community members become more engaged in VBCCO activities.

Definition of Success

- Marketing materials are developed and completed in a timely manner, with sufficient lead time to support upcoming events, programs, workshops, membership activities, and other initiatives.
- Marketing materials contain accurate, current information and consistently reflect VBCCO's name, logo, branding, mission, policies, and approved messaging.
- The Subcommittee maintains regular communication with the Communications Chair, VBCCO Officers, and corresponding Committee Chairs to ensure marketing materials accurately support VBCCO activities and initiatives.
- Marketing materials help increase awareness of VBCCO programs and opportunities and help to promote participation among member civic organizations and the community.

Volunteer Disclaimer

The Virginia Beach Council of Civic Organizations (VBCCO) recognizes that every volunteer brings unique strengths, experiences, and availability. The responsibilities listed in this job description are intended as a general guide, not a rigid requirement. We welcome applicants with enthusiasm, initiative, and a willingness to contribute, even if their background or skills don't align perfectly with every listed duty. VBCCO is committed to finding the best fit for each volunteer's talents and interests to ensure a positive and rewarding experience for everyone involved.