Virginia Beach Council of Civic Organizations

Helping Civic Organizations Remain Educated for 66 years
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Job Description
Mailchimp Communications & Member Surveys Subcommittee Chair

Purpose

The Mailchimp Communications & Member Surveys Subcommittee Chair ensures that VBCCO's members and the community stay informed by delivering timely, engaging email communications (newsletters, announcements, etc.) and conducting member surveys to gather feedback and input.

Key Responsibilities

- Send regular email newsletters highlighting VBCCO news, upcoming events, and community resources.
- Maintain the email contact list (adding new subscribers, updating contacts, and ensuring accuracy).
- Coordinate with the Communications Chair, the Marketing Chair, the VBCCO Officers, and other committees to gather relevant content and announcements for emails and member surveys.
- Develop and distribute member surveys in conjunction with the Executive Committee and corresponding Committee Chairs to gather member feedback, interests, needs, and suggestions.
- Compile and summarize member survey results and share findings with the Executive Committee and corresponding Committee Chairs to help inform programs, workshops, communications, and other initiatives.
- Use the Membership Management software mail delivery system as applicable or needed to convey VBCCO messages to members and other recipients.
- Monitor email and survey performance (open rates, click-throughs, response rates, etc.) to learn what content and topics resonate with members and suggest improvements to the Committee Chair for future communications and surveys.

Desired Skills and Qualifications

- Familiarity with email marketing platforms like Mailchimp (or willingness to learn).
- Organized and detail-oriented approach to managing schedules, contact lists, surveys, and survey results.
- Ability to create clear, concise, and easy-to-understand surveys.
- Ability to review and summarize survey responses objectively and accurately.
- Passion for community engagement and keeping members and residents informed.

Time Commitment

- Approximately 4-6 hours per month (e.g., drafting a monthly newsletter in 3-4 hours and handling occasional updates, list maintenance, or member surveys in 1-2 hours).
- Work can be done remotely on a flexible schedule.

Volunteer Benefits

- Build skills in digital communication, email marketing, and member engagement.
- Gain experience developing and analyzing member surveys and using feedback to support organizational planning.
- Enjoy a flexible role that can be done from home on your own time.
- Make a civic impact by helping VBCCO stay informed about the interests and needs of its member civic organizations and residents across Virginia Beach.

Definition of Success

- Email communications and member surveys are distributed on schedule, contain current and useful information, and align with VBCCO's mission to educate and engage member civic organizations and residents.
- Measurable engagement (open, click-through, and survey response rates) reflects member interest and participation, with survey results providing useful feedback to VBCCO leadership and committees.
- Member surveys are clear, objective, and focused on gathering information identified in conjunction with the Executive Committee and corresponding Committee Chairs. Survey results are accurately compiled and communicated to the appropriate leadership or committees.
- The subcommittee maintains smooth communication with the Executive Committee to provide effective email and survey support for events, outreach, workshops, and special initiatives.

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.