**Job Title: Marketing Board Member (Digital) – Volunteer Position**

Organization: Be Bold for Change

Location: Seattle/Bellevue or Remote

**About Be Bold for Change:**

Be Bold for Change is a nonprofit organization committed to empowering women, girls, and their allies to advocate for themselves and drive change in their communities. Our mission is to accelerate gender parity and create a world where women have equal opportunities to thrive and succeed. We provide support and resources to help women and girls develop the skills, confidence, and networks they need to become leaders and make a positive impact. With a focus on advocacy, education, and community-building, we work to break down barriers, challenge stereotypes, and create a more equitable society for all. Join us in our mission to create a more just and equal world for women and girls everywhere.

**Board Commitment**

Board commitment involves several important responsibilities that board members must fulfill during their two-year tenure. These responsibilities include attending all board meetings, either in-person or virtually, and actively participating in discussions and decision-making processes. In addition, board members are expected to personally raise a minimum of $5,000 each year through a combination of donations, fundraising, and corporate matching of hours and money. This helps to ensure that the organization has the necessary resources to carry out its mission effectively. Finally, board members are encouraged to participate in at least one working committee, which allows them to contribute their skills and expertise to specific projects or initiatives. By fulfilling these commitments, board members can make a meaningful impact on the organization's success and help it achieve its goals.

**Job Summary:**

Be Bold for Change is seeking a Marketing Board Member (Digital) to join our team. The successful candidate will be responsible for developing and executing digital marketing strategies to increase awareness of our organization and engage with our community. This is a working board position, and the successful candidate will need to roll up their sleeves and be committed to attending monthly board meetings.

**Key Responsibilities:**

• Develop and execute digital marketing strategies to increase awareness of Be Bold for Change and its mission

• Develop and manage email marketing campaigns to acquire and retain supporters

• Manage social media accounts and develop engaging content to increase engagement with our community

• Collaborate with other board members and the Executive Director to ensure messaging is aligned with the organization's mission and goals

• Use analytics and data to evaluate campaign performance and adjust strategies as needed

• Attend monthly board meetings and actively participate in discussions and decision-making processes • Help recruit and onboard new board members and volunteers

• Assist in other areas of the organization as needed

**Qualifications:**

• 7+ years of experience in digital marketing, social media, or related field

• Strong record of developing and executing successful digital marketing campaigns and initiatives

• Experience managing email marketing campaigns and platforms

• Experience managing social media accounts and developing engaging content

• Strong analytical skills and experience with data-driven decision-making

• Excellent communication and people skills, with the ability to build and maintain relationships with stakeholders

• Passionate about advancing gender parity for women and girls

• Bachelor's degree in marketing, advertising, or related field (Master's degree preferred)

**How to Apply**:

To apply for this Marketing Board Member (Digital) position, board bio or professional resume, a cover letter outlining your experience and qualifications, and three professional references to [nickie@bboldnow.com](mailto:nickie@bboldnow.com) **no later than May 31st, 2023**. We look forward to hearing from you!

Be Bold for Change is an equal opportunity employer and encourages candidates of all backgrounds to apply.

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