



Ambassador Volunteer Request Form

Job Title:	Volunteer Promotions Manager
Department:	Marketing/PR
Reports to:	Sr. Director of Marketing/PR
No. of Volunteers Needed:	One
Date requested:	As soon as possible

Basic Function

Coordinate and manage Feeding America promotions for the Capital Area Food Bank.

Primary Duties

Identify and evaluate all Feeding America promotion initiatives for CAFB participation. Support the Marketing/PR team in implementing appropriate promotions by adhering to guidelines, submitting requested data, participating in conference calls and Webex chats, following through on all necessary tasks. Promote campaigns through various social media channels. Provide updates on opportunities and all active promotions in which the CAFB is participating. Create and maintain a promotions calendar.

Minimum Requirements

- Understanding of marketing and promotions
- Experience implementing promotions campaigns
- Public relations experience a plus
- Excellent communication, organizational and time management skills; attention to detail
- Must be customer service oriented
- Proficient in MS Office; familiar with internet tools especially social media
- Nonprofit experience helpful
- The position does not necessarily require the Promotions Manager to physically sit at the CAFB at all times

Volunteer Work Schedule

Mon - Tue - Wed - Thu - Fri

Promotions manager can set work hours but must adhere to agreed upon schedule

Hours

12 - 20 hours per week

Impact of this volunteer opportunity

Successful execution of this opportunity will help the CAFB participate more fully in and benefit from Feeding America promotions. The potential impact will be increased awareness of the CAFB and hunger; increased donors of funds and food; and the increased opportunity to build relationships with new supporters.

Please submit the completed Volunteer Request Form to the Volunteer Department