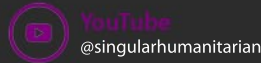
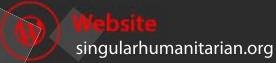
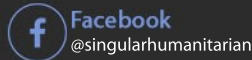
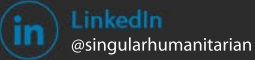


# MARKETING DIRECTOR

## STEERING COMMITTEE POSITION

To apply for this position, please send a copy of your resume and cover letter to [info@singularhumanitarian.org](mailto:info@singularhumanitarian.org)



## YOUR ROLE

At Singular Humanitarian, we use OURSELVES, OUR TIME, and OUR TALENTS to affect generations across the world.

### STRATEGY & BRANDING

#### FORWARD THINKING - TIME FOR A REBRANDING!

Marketing increases our volunteers. Volunteers increase our success and presence in the LDS single community. This means your role is critical to the success of Singular Humanitarian. The first 8 years have been full of growth and awareness and just as humans age, so has our brand. It is time for a fresh look to motivate the LDS YSA & MSA community to join an expedition!

Responsibilities: 1 Develop and execute a quarterly marketing strategy 2 Conduct market research 3 Create a new branding strategy 4 Accountable to Marketing Executive for all actions 5 Ensure the legacy of our mission is not lost but enhanced.

### SOCIAL MEDIA PRESENCE

#### "MARKETING IS NO LONGER ABOUT THE STUFF YOU MAKE - BUT THE STORIES YOU TELL" (seth godin)

We have been to Kenya, Guatemala, Mexico, Bolivia, and Nepal. There are many more countries to come. We have literally seen how building a stove can save a life. We have asked a child what he/she wants to be when they grow up for the very first time. You get to develop our social media plan and are accountable to deliver the messages. You get to take the hundreds of stories, pair them to the right photo, and inspire someone to join an expedition to impact a life, including theirs!

Responsibilities: 1 Develop, post, share, tag on all social media accounts. 2 Accountable for 2 Social Media Coordinators and ensure weekly diversified posts are happening 3 Develop social media partnerships within university & institute groups.

### COMMUNITY BUILDER

#### CREATE A CULTURE - TRAVEL + SERVICE + EPIC EXPERIENCES = LIFE CHANGING

This is your opportunity to create a community! Build our servant leadership culture and influence the LDS YSA and MSA's throughout the world to serve in a way that affects generations. Influence LDS YSA and MSA's to realize a *single person can change the world!*

Responsibilities: 1 Find opportunities for LDS magazine articles and other public relations efforts 2 LDS YSA and MSA conference events (Huntington Beach Urban Bonfire, BYU Education Week service project, etc) 3 Develop and conduct 4-1-1 Info Webcasts with the Expedition Team.

## YOUR TIME

Singular Humanitarian is a 100% volunteer run organization.

A Steering Committee Position is a two-year commitment. Our success is dependant on individuals who extend their daily life by completing the following actions:

### COLLABORATIVE MEETINGS

- 1 Monthly conference calls with the Exec & Steering Committees 2 Support call with Marketing Executive and Marketing Team 1 Participate in Annual Leadership Retreat

### EXPEDITION PLANNING

- 1 BIG MARKETING PUSH to recruit for the upcoming expeditions 2 Weekly calls with Expedition Planning Teams and Volunteer Director 3 Guide the Website Administrator to website updates for registration and creatively marketing to attract expeditioners as needed.

### GO ON AN EXPEDITION!

- 1 ...or 2 or 3 expeditions. Capture the mission by experiencing it for yourself!

## YOUR TALENTS

- Love for Volunteering Understand Humanitarian Work Entrepreneurial Spirit Enjoys a Challenge Servant Leader Driven Holds Others Accountable
- Early Career (early 20-30's / Millennial Generation) Excellent Communicator Dependable Loyal Great Storyteller Organized
- Passionate about Social Media Understands Global Culture Tactful Eye Graphic Design Sense Technology Saavy Efficient with Resources
- Seeks the Spirit Loves to Travel Networking Is Fun Idea Generator Makes a Plan & Sticks to It Experienced in Marketing & Public Relations

