



Marketing Committee

Committee Member Job Description

Committee Purpose:

The mission of CFCO is to “unite our community to inspire lifelong connections to nature for all kids.” The purpose of the CFCO Marketing Committee is to support CFCO’s staff and board in developing, implementing, and evaluating a marketing and communications strategy that advances CFCO’s mission. As such, the committee will develop strategies to connect with CFCO’s key audiences, who include families, teachers and administrators, health care providers, and partners.

Committee Meeting Time:

1st Tuesday @ 3:00-4:30 PM @ Wild Roots Coffee, bi-monthly (odd months – January, March, May, etc.)

Committee Chair:

Lauren Williams, lauren@envirocenter.org

Committee Responsibilities:

- Identify CFCO’s key audiences and develop messaging that can be consistently delivered across audiences
- Develop CFCO’s annual Marketing Plan, including content that promotes CFCO’s mission, values, and programs
- Plan community events that raise awareness about the importance of spending time outdoors among CFCO’s key audiences
- Provide feedback and reports to CFCO’s Board of Directors about specific projects and strategies, as needed

Committee Member Responsibilities and Expectations:

- Attend at least 4 out of 6 meetings per year
- Support implementation of CFCO’s Marketing Plan through project work in between meetings (approximately 1 hour/month). Project work may include developing social media content, writing blogs or press releases, or assisting with planning for community events.
- Serve as ambassadors between CFCO and their own organization
- Bring expertise in marketing and communications to support CFCO’s staff

Committee Composition:

- Marketing Committee members may include CFCO staff, board members, staff of CFCO partners, and other community members who are interested in the work of the committee
- Anyone who has the interest or capacity to contribute is invited to participate
- Experience in marketing or communications, especially in the outdoor sector, is a bonus, but not required

Compensation:

- Committee members who are participating on the committee as part of their job duties are asked to volunteer their time and seek support from their organization to participate
- Committee Compensation Policy:
 - o CFCO will offer financial compensation at \$25/hour for individuals from underrepresented groups that serve on CFCO's committees, who aren't otherwise receiving compensation for this service.
 - o Individuals can get compensated for their time attending and preparing for meetings, as well as any significant work that occurs in between meetings. Committee chairs can receive compensation for preparing agendas, communication with committee members, and any other committee-related duties. Additionally, CFCO will provide mileage reimbursement for individuals travelling to participate in these activities.
 - o Contact Katie Chipko at katie@childrensforestco.org with questions and more details.