

NAGAP Volunteer Opportunity Details

Committee: Marketing Committee

Travel Required: None at this time

Description:

The Marketing Committee is responsible for developing and coordinating both internal and external communications for the Association. The Committee manages NAGAP's digital marketing, website, and social media strategies to help promote membership value, upcoming events, and other NAGAP initiatives.

Additionally, the Marketing Committee manages the NAGAP Experts Bureau and Media Relations contacts.

Time Commitment:

The members of this committee meet monthly via conference call. Each member is also responsible for completing assigned tasks by specific deadlines. On average, committee members can expect to spend 5 – 8 hours volunteering each month.

Volunteer Categories:

Member(s) selected will be assigned based upon committee needs and prior experience

- **Social Media Lead** – Help create and schedule content across social media platforms (Twitter, Instagram, Facebook, LinkedIn.)
- **Website Lead** – Review NAGAP website and provide ongoing feedback to improve layout, content, and accessibility.
- **Experts Bureau Lead** – Liaison to NAGAP's [Expert Bureau](#). Coordinate annual Bureau conference calls and facilitate connections between Bureau members and NAGAP community/media.
- **Media Relations Lead** – Work closely with Marketing Chair to grow NAGAP's media network and share NAGAP information for potential media coverage.
- **Communications Coordinator/Content Creator** – Assist with creation and editing of NAGAP profiles, website content, email communications, and more.

For additional information about any of these positions please contact nagapmedia@gmail.com.

Additional Information or Requirements:

The committee seeks creative and savvy members who will contribute innovative ideas to the team. We welcome ideas for new content and strategies which will increase NAGAP's visibility throughout the higher education community and beyond.