

## ***SHOOTING SPORTS – AMERICAN HISTORY – CIVIC ENGAGEMENT***



**REVERE'S  
—RIDERS—**

TM

### **POSITION TITLE: DIRECTOR OF MARKETING**

**PURPOSE:** The Director of Marketing creates and implements the marketing strategy for the organization as a whole. The marketing strategy should engage both groups of citizens potentially interested in the variety of events conducted by Revere's Riders but also companies and organizations with which Revere's Riders can partner to further our non-profit mission.

**LOCATION:** This position may be accomplished anywhere. Occasional travel for strategy sessions, member training or partner development may be appreciated, but is not required.

### **KEY RESPONSIBILITIES:**

- Creates and implements the overall marketing strategy for the organization
- Works closely with the Executive Director for Civic Engagement to coordinate organizational outreach
- Supervises the organization's sponsorship programs
- Oversees Social Media and general Internet marketing efforts
- Delegates oversight of organizational Social Media presence as necessary
- Cultivates partnerships and relationships with like-minded organizations
- Attends quarterly board meetings (virtual conference call); report on status of projects
- Chairs the club committee on marketing
- Maintains awareness of 501C3 restrictions

**RESPONSIBLE TO:** This position reports directly to the club president.

**LENGTH OF APPOINTMENT & HOURS:** Service for at least a calendar year is expected; an estimated 4-8 hours per week will be required for duties.

**QUALIFICATIONS:** This officer should be approachable and have a natural desire to form partnerships and relationships. The officer needs basic leadership skills and should be able to organize a small team or committee, delegating tasks where appropriate. Any individual in this position should have a humble "servant leadership" approach with a desire to coach and mentor other club members. Previous experience with marketing, social media, grant writing, and engagement with other community organizations is highly desired. Public speaking skills and strong interview skills are a plus. Candidates will need to be creative in designing low cost but highly effective marketing strategies for a growing non-profit organization.

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*"Every American Choosing Liberty – Every Day!"  
Revere's Riders, PO Box 856, Zionsville, IN 46077*