



Volunteer Position Description: Marketing and Communications Volunteer

YWCA of Greater Atlanta is a local chapter of the national organization, YWCA USA, and has been a voice for change for women and families in Georgia since its founding at Spelman College in 1902. Our organization's foundation is built upon a history of mobilizing diverse groups of women leaders to identify community problems, advocate for solutions, and create more equitable communities in Georgia.

Position: Marketing and Communications Volunteer

Hours: Attendance at a 45min orientation/training session is required. Minimum 6-month commitment. Flexible schedule. 15 hours/week, 2-3 days a week in the office. Up to 4 hours can be completed at home.

Compensation: Unpaid volunteer position

Description: The YWCA of Greater Atlanta seeks a dynamic, self-starter to assist marketing and communications efforts. This position is an excellent opportunity to experience various aspects of marketing while working for a well-known community-based nonprofit organization.

Responsibilities:

- Update and maintain YWCA social media presence, including scheduling Facebook updates
- Assist in planning, writing and managing monthly eNewsletter
- Draft, distribute and pitch news releases, media alerts and other stories
- Designing flyers, graphics, e-vites and other marketing material for major events hosted by YWCA
- Update the YWCA website when needed
- Organize and attend monthly marketing committee meeting including preparing agenda and taking minutes
- Reach out to the community organizations, general public and donors with the message YWCA's mission to eliminate racism and empower women
- Collaborating with staff on new ideas, directions, and venues for marketing and communications
- Other Duties as Assigned
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Qualifications

- Firm grasp of available tools and platforms in the social media industry
- Completed or working toward a college degree, preferably in a related field (e.g., English, Marketing/Communications, or Public Relations)
- Previous internship or related experience in marketing or communications is a plus

- Must be computer literate (working knowledge of word processing, PowerPoint, Excel). Proficiency in Adobe InDesign and Photoshop highly desired. Knowledge of HTML and graphic design a plus
- An effective communicator, both written and oral
- Ability to communicate in a professional manner with press and community contacts
- Self-motivated, good organizational skills, detail-oriented, ability to prioritize, multi-task and meet deadlines
- Enthusiasm for the mission of the YWCA and the community we serve

Benefits

This role provides valuable experience for studying marketing & communications students, anyone with a passion for eliminating racism and empowering women, and a desire to be socially connected to the community served. Volunteers are highly valued members of the YWCA's team and as such we will provide reference letters for all volunteers who successfully complete a placement, upon request. *YWCA of Greater Atlanta is a Equal Opportunity Employer and does not discriminate on the basis of sex, race, age, national origin, ethnic, background, disability or any other characteristic protected by law.*