

## **Volunteer Position: Marketing Committee Member**

**Time Commitment:** 2-10 hours a month

**About Art Therapy Studio:** Art Therapy Studio is a non-profit organization dedicated to providing art therapy and therapeutic art programs to individuals facing various challenges. Through the transformative power of art, we aim to promote healing, self-expression, and personal growth.

**Position Overview:** Art Therapy Studio is seeking dedicated individuals to join our Marketing Committee, a vital part of our Board of Trustees. As a Marketing Committee Member, you will play a crucial role in developing and implementing marketing strategies to enhance our outreach efforts and promote our mission. This position offers an excellent opportunity for individuals with a passion for giving back and expertise in marketing strategy, project implementation, and data analysis.

### **Responsibilities:**

- Collaborate with the Marketing Committee Chair and other members to develop comprehensive marketing strategies aligned with the organization's goals and objectives.
- Assist in the implementation of marketing campaigns across various channels, including social media, email marketing, and digital advertising.
- Conduct market research and analyze data to identify trends, opportunities, and areas for improvement.
- Monitor and evaluate the effectiveness of marketing initiatives, providing insights and recommendations for optimization.
- Assist in the creation of compelling content for promotional materials, website updates, and other marketing collateral.
- Support the coordination of special events, fundraisers, and community outreach efforts to increase awareness and engagement.
- Actively participate in committee meetings, contributing ideas, feedback, and expertise to drive strategic initiatives forward.

### **Qualifications:**

- Strong passion for the mission and values of Art Therapy Studio.
- Previous experience in marketing, communications, or related field preferred.
- Proficiency in data analysis tools and techniques.
- Excellent communication skills, both written and verbal.
- Ability to work collaboratively in a team environment.
- Highly organized with strong attention to detail.
- Flexibility to adapt to changing priorities and deadlines.
- Commitment to attending regular committee meetings and actively participating in discussions.

### **Why Volunteer with Art Therapy Studio?**

- Make a meaningful difference in the lives of individuals in need through the power of art.
- Gain valuable experience and skills in marketing strategy, project management, and data analysis.
- Join a supportive and collaborative team of passionate individuals dedicated to making a positive impact.
- Flexible remote work environment with opportunities for personal and professional growth.
- Become part of a vibrant community committed to creativity, healing, and social change.

**To Apply:** If you are passionate about leveraging your marketing skills to support a worthy cause, we encourage you to apply by sending your resume and a brief statement of interest to Executive Director Michelle Epps at [michelle@arttherapystudio.org](mailto:michelle@arttherapystudio.org). Please include "Marketing Committee Volunteer" in the subject line. We look forward to welcoming you to our team!