

# CHARLOTTE PRIDE MEDIA & MARKETING TEAM

## EXCITING OPPORTUNITIES TO GET INVOLVED WITH CHARLOTTE PRIDE!

Charlotte Pride engages with its supporters, event attendees, community members, sponsors, advertisers, vendors and others using a variety of means, including printed materials, online outreach, social media outlets, media relations and other mechanisms. The organization's communications strategy is essential to the success of its programs, projects and events. Volunteers with the Charlotte Pride Media & Marketing Team are the backbone of the organization's communications strategy and work. Our dedicated and committed volunteers provide opportunities for tens of thousands of LGBTQ community members to connect with each other throughout the year and at Charlotte Pride's various programs, including the annual Charlotte Pride Festival and Parade.

***The Media & Marketing Team is looking to recruit and build new leaders and volunteers for 2017's programs and for our activities well into the future.*** These opportunities are the perfect chance for you to have an integral involvement in the positive development of both Charlotte Pride and our larger LGBTQ community in Charlotte.

### **Below, you'll find volunteer team member positions and descriptions for:**

- Team Leader / Project Manager
- Social Media Managers
- Graphic Designers/Illustrators
- Website Content Manager
- Content Creators
- Photographers
- Social Media Ambassadors and General Support Volunteers

### **To Apply:**

If you are interested in joining the Media & Marketing Team for any of these specific positions, please send an email to [media@charlottepride.org](mailto:media@charlottepride.org) with a cover letter explaining your interest in volunteering and resume (as well as samples of your work, if applying for Team Leader, Social Media Manager, Graphic Designer, Content Manager, Content Creator, or Photographer). A member of our board will review resumes and get back in touch with you! *We also invite you to join us at our 2017 Media & Marketing Team Welcome/Learning Session to learn more about our team's work.*

### **2017 Media & Marketing Team Welcome/Learning Session**

Charlotte Pride will host two Welcome/Learning sessions to introduce ourselves and each other to potential volunteer opportunities with our team. If you want to volunteer, but don't know where you might fit in among the various positions described here or want to learn more before applying for any open positions, please feel free to come and learn more at our Welcome/Learning Session. We always have opportunities for you to be involved which match your personal interests, professional/educational background or your passions and skills!

**Sunday, March 5, 2017, 4 p.m. ~ or ~ Monday, March 6, 2017, 7 p.m.**

Charlotte Pride offices  
Second floor at Holy Trinity Lutheran Church  
1900 The Plaza, Charlotte, NC 28205

# **CHARLOTTE PRIDE MEDIA & MARKETING TEAM**

## **EXCITING OPPORTUNITIES TO GET INVOLVED WITH CHARLOTTE PRIDE!**

### **MEDIA & MARKETING TEAM LEADER / PROJECT MANAGER**

Charlotte Pride engages with its supporters, event attendees, community members, sponsors, advertisers, vendors and others using a variety of means, including printed materials, online outreach, social media outlets, media relations and other mechanisms. The organization's communications strategy is essential to the success of its programs, projects and events. The Charlotte Pride Media & Marketing Team is looking for an organized, detail-oriented team leader. The ideal volunteer candidate will have past volunteer or professional experience in project management and a demonstrated ability to manage and coordinate a variety of activities and projects on time, within budget and within scope with volunteer team members and in tandem with board or staff. The Team Leader will work closely with a wide variety of volunteers and coordinate with a member of the Charlotte Pride Board of Directors in order to set project goals, timelines and expectations. The Team Leader should be prepared to tackle aggressive objectives and be accountable for team deadlines, while building a friendly, encouraging, welcoming and accountable atmosphere for volunteers.

#### **Responsibilities**

- Coordinate with M&M Team members, other Charlotte Pride volunteer teams and third parties/vendors/sponsors on the design and creation, as well as the implementation and follow-up on various projects assigned to the team
- Ensure that all projects are delivered on-time, within scope and within budget
- Manage changes to the project scope, project schedule, and project costs in coordination with M&M Team members, board member(s) and/or staff
- Efficiently manage and delegate tasks to volunteer team members and oversee follow up and completion of assigned tasks
- Act as the primary liaison to board/staff for the M&M Team
- Develop a detailed team plan to monitor and track progress, including detailed checklists to assist in documenting the team's activities and projects
- Create and maintain comprehensive project documentation

#### **Requirements**

- Educational and/or professional background in project management
- Background in non-profit volunteer work preferred
- Background in media relations or other communications field preferred but not required
- Attention to detail and the ability to create, maintain and transmit comprehensive documentation on project goals, timelines and processes
- Excellent written and verbal communication skills and the ability to build a working rapport with other volunteers, third parties, vendors, advertisers and sponsors

#### **Expected Time Commitment**

- Approximately 10 hours weekly
- Commitment to plan and set agendas for, as well as lead, once monthly team meetings through May, turning to twice monthly team meetings in June and July
- Commitment to attend the entire two-day festival and parade, Aug. 26-27, 2017, as well as some Charlotte Pride Week events Aug. 18-27, 2017

# CHARLOTTE PRIDE MEDIA & MARKETING TEAM

## EXCITING OPPORTUNITIES TO GET INVOLVED WITH CHARLOTTE PRIDE!

### SOCIAL MEDIA MANAGERS

Charlotte Pride engages with its supporters, event attendees, community members, sponsors, advertisers, vendors and others using a variety of social media outlets and other online outreach mechanisms, including Facebook, Twitter, Instagram and email newsletters. The Charlotte Pride Media & Marketing Team is looking for two-three social media managers with experience in managing social media engagement, advertising and outreach with the goal of delivering important updates via various outlets on time, within budget and within scope.

#### Responsibilities

- Coordinate with fellow social media managers, M&M Team members, other Charlotte Pride volunteer teams and third parties/vendors/sponsors for the collection of required written content, graphic design content, artwork and other materials needed for social media updates
- Ensure that all projects are delivered on-time, within scope and within budget
- Develop a detailed project plan to monitor and track progress, including detailed checklists for ensuring proper collection of required content
- Develop a detailed plan to monitor and track social media engagement and analytics
- Manage changes to the outreach and social media advertising scope, schedule, and costs in coordination with fellow social media managers, M&M Team Lead, board member(s) and/or staff
- Assist with social media artwork design in tandem with fellow social media managers, M&M Team Lead, graphic designer, board member(s) and/or staff
- Develop and implement a plan to grow Charlotte Pride's existing social media engagement by increasing Facebook likes and post engagement, as well as followers and interactions on Twitter and Instagram.
- Develop a detailed plan for social media engagement in the lead up to and during the annual two-day festival and parade
- Create and maintain comprehensive project documentation

#### Requirements

- Educational and/or professional background in social media coordination a plus
- Background in non-profit volunteer work preferred
- Background in Facebook page management, Facebook advertising, email newsletter creation (MailChimp preferred)
- Attention to detail and the ability to create, maintain and transmit comprehensive documentation on project goals, timelines and processes
- Excellent written and verbal communication skills and the ability to build a working rapport with other volunteers, third parties, vendors, advertisers and sponsors

#### Expected Time Commitment

- Approximately 2-3 hours weekly, with some increase in assignments June-August
- Commitment to attend once monthly team meetings through May, turning to twice monthly team meetings in June and July
- Commitment to attend the entire two-day festival and parade, Aug. 26-27, 2017, as well as some Charlotte Pride Week events Aug. 18-27, 2017

# CHARLOTTE PRIDE MEDIA & MARKETING TEAM

## EXCITING OPPORTUNITIES TO GET INVOLVED WITH CHARLOTTE PRIDE!

### GRAPHIC DESIGNERS/ILLUSTRATORS

Charlotte Pride engages with its supporters, event attendees, community members, sponsors, advertisers, vendors and others using a variety of means, including printed materials, online outreach, social media outlets and other mechanisms, each requiring graphic design, layout and illustration. The Charlotte Pride Media & Marketing Team is looking for graphic designers/illustrators with experience in creating and managing a variety of graphical content and artwork with the goal of delivering important updates via various outlets on time, within budget and within scope.

#### Responsibilities

- Coordinate with fellow graphic designers, M&M Team members, other Charlotte Pride volunteer teams and third parties/vendors/sponsors for the collection of required written content, graphic design content, artwork and other materials needed for various projects
- Brainstorm, design and deliver graphical content including artwork, illustration, layouts and more for printed posters and fliers, social media images, print ads, the annual Charlotte Pride Guide and other projects
- Ensure that all projects are delivered on-time, within scope and within budget
- Develop a detailed project plan to monitor and track progress, including detailed checklists for ensuring proper collection of required content
- Manage changes to projects' scope, schedule, and costs in coordination with fellow graphic designers, M&M Team Lead, board member(s) and/or staff
- Assist with creation of artwork design ideas and themes in tandem with fellow graphic designers, M&M Team Lead, other team members, board member(s) and/or staff
- Assist in the further development and/or refinement of Charlotte Pride brand standards
- Create and maintain comprehensive project documentation

#### Requirements

- Educational and/or professional background in graphic design and illustration
- Background in non-profit volunteer work preferred
- Experience with Adobe Creative Suite products
- Experience with the production of print publications a plus
- Attention to detail and the ability to create, maintain and transmit comprehensive documentation on project goals, timelines and processes
- Excellent written and verbal communication skills and the ability to build a working rapport with other volunteers, third parties, vendors, advertisers and sponsors
- Ability to craft work to fall within established brand standards and guidelines

#### Expected Time Commitment

- Approximately 2-3 hours weekly, with some increase in assignments June-August
- Commitment to attend once monthly team meetings through May, turning to twice monthly team meetings in June and July

# CHARLOTTE PRIDE MEDIA & MARKETING TEAM

## EXCITING OPPORTUNITIES TO GET INVOLVED WITH CHARLOTTE PRIDE!

### WEBSITE CONTENT MANAGER

Charlotte Pride engages with its supporters, event attendees, community members, sponsors, advertisers, vendors and others using a variety of means, including printed materials, online outreach, social media outlets and other mechanisms, each requiring coordination with content management on our organization's websites. The Charlotte Pride Media & Marketing Team is looking for a web manager with experience in content creation and management who will be tasked with overseeing the publishing of various pieces of content to our websites.

#### Responsibilities

- Coordinate with M&M Team members, other Charlotte Pride volunteer teams and third parties/vendors/sponsors for the collection of required written content, graphic design content, artwork and other materials needed for various projects
- Create written and other content to be published on Charlotte Pride's websites, including coordination and proper placement of all artwork, illustration, layouts and more
- Ensure that all projects are delivered on-time, within scope and within budget
- Develop a detailed project plan to monitor and track progress, including detailed checklists for ensuring proper collection of required content
- Manage changes to projects' scope, schedule, and costs in coordination with M&M Team Lead, board member(s) and/or staff
- Assist with creation of written and other content in tandem with M&M Team Lead, other team members, board member(s) and/or staff
- Assist in the further development and/or refinement of Charlotte Pride brand standards
- Create and maintain comprehensive project documentation

#### Requirements

- Educational and/or professional background in online content management and writing
- Background in non-profit volunteer work preferred
- Advanced experience and thorough knowledge of WordPress writing, publishing and management, including pages, posts, post types, system back-ups and updates, and themes
- Working knowledge of basic HTML, CSS and PHP coding
- Working knowledge of basic artwork editing (e.g., artwork resizing and cropping)
- Attention to detail and the ability to create, maintain and transmit comprehensive documentation on project goals, timelines and processes
- Excellent written and verbal communication skills and the ability to build a working rapport with other volunteers, third parties, vendors, advertisers and sponsors
- Ability to craft work to fall within established brand standards and guidelines

#### Expected Time Commitment

- Approximately 2-3 hours weekly, with some increase in assignments June-August
- Commitment to attend once monthly team meetings through May, turning to twice monthly team meetings in June and July

# CHARLOTTE PRIDE MEDIA & MARKETING TEAM

## EXCITING OPPORTUNITIES TO GET INVOLVED WITH CHARLOTTE PRIDE!

### CONTENT CREATORS

Charlotte Pride engages with its supporters, event attendees, community members, sponsors, advertisers, vendors and others using a variety of means, including printed materials, online outreach, social media outlets and other mechanisms, each requiring graphic design, layout and illustration. The Charlotte Pride Media & Marketing Team is looking for writers and content creators with experience in crafting creative and compelling stories and promotions.

#### Responsibilities

- Coordinate with fellow content creators, graphic designers, M&M Team members, other Charlotte Pride volunteer teams and third parties/vendors/sponsors for the creation and collection of required written content, graphic design content, artwork and other materials needed for various written and promotional projects
- Brainstorm, design and deliver written content for printed posters and fliers, social media promotions, print ads, the annual Charlotte Pride Guide, press releases and other projects
- Ensure that all projects are delivered on-time, within scope and within budget
- Develop a detailed project plan to monitor and track progress, including detailed checklists for ensuring proper collection of required content
- Manage changes to projects' scope, schedule, and costs in coordination with fellow content creators, graphic designers, M&M Team Lead, board member(s) and/or staff
- Assist in the further development and/or refinement of Charlotte Pride brand standards
- Create and maintain comprehensive project documentation

#### Requirements

- Educational and/or professional background in content creation, writing, journalism, marketing promotions or similar fields
- Background in non-profit volunteer work preferred
- Attention to detail and the ability to create, maintain and transmit comprehensive documentation on project goals, timelines and processes
- Excellent written and verbal communication skills and the ability to build a working rapport with other volunteers, third parties, vendors, advertisers and sponsors
- Ability to craft work to fall within established brand standards and guidelines

#### Expected Time Commitment

- Approximately 2-3 hours weekly, with some increase in assignments June-August
- Commitment to attend once monthly team meetings through May, turning to twice monthly team meetings in June and July

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## EXCITING OPPORTUNITIES TO GET INVOLVED WITH CHARLOTTE PRIDE!

### PHOTOGRAPHERS

Charlotte Pride engages with its supporters, event attendees, community members, sponsors, advertisers, vendors and others using a variety of means, including printed materials, online outreach, social media outlets and other mechanisms. The Charlotte Pride Media & Marketing Team is looking for photographers who can help document and capture the experiences of our organization, including community events.

#### Responsibilities

- Coordinate with M&M Team members, other Charlotte Pride volunteer teams and third parties/vendors/sponsors for the collection of required written content, graphic design content, artwork and other materials needed for various projects
- Create written and other content to be published on Charlotte Pride's websites, including coordination and proper placement of all artwork, illustration, layouts and more
- Ensure that all projects are delivered on-time, within scope and within budget
- Develop a detailed project plan to monitor and track progress, including detailed checklists for ensuring proper collection of required content
- Manage changes to projects' scope, schedule, and costs in coordination with M&M Team Lead, board member(s) and/or staff
- Assist with creation of written and other content in tandem with M&M Team Lead, other team members, board member(s) and/or staff
- Assist in the further development and/or refinement of Charlotte Pride brand standards
- Create and maintain comprehensive project documentation

#### Requirements

- Educational and/or professional background in online content management and writing
- Background in non-profit volunteer work preferred
- Advanced experience and thorough knowledge of WordPress writing, publishing and management, including pages, posts, post types, system back-ups and updates, and themes
- Working knowledge of basic HTML, CSS and PHP coding
- Working knowledge of basic artwork editing (e.g., artwork resizing and cropping)
- Attention to detail and the ability to create, maintain and transmit comprehensive documentation on project goals, timelines and processes
- Excellent written and verbal communication skills and the ability to build a working rapport with other volunteers, third parties, vendors, advertisers and sponsors
- Ability to craft work to fall within established brand standards and guidelines

#### Expected Time Commitment

- Approximately 2-3 hours weekly, with some increase in assignments June-August
- Commitment to attend once monthly team meetings through May, turning to twice monthly team meetings in June and July

# CHARLOTTE PRIDE MEDIA & MARKETING TEAM

## EXCITING OPPORTUNITIES TO GET INVOLVED WITH CHARLOTTE PRIDE!

### SOCIAL MEDIA AMBASSADORS AND GENERAL SUPPORT VOLUNTEERS

Charlotte Pride engages with its supporters, event attendees, community members, sponsors, advertisers, vendors and others using a variety of means, including printed materials, online outreach, social media outlets and other mechanisms. The Charlotte Pride Media & Marketing Team is looking for highly engaged and dedicated volunteers who can serve as social media ambassadors and fill a variety of miscellaneous general volunteer tasks supporting the overall work of the Media & Marketing Team.

**Responsibilities for social media ambassadors and general support volunteers are widely varied and diverse, and can be tailored to suite any individuals' interests or talents. Some examples of volunteer tasks might include:**

- Act as social media ambassadors, helping to share and promote Charlotte Pride's social media content through your individual social networks
- Fill-in as social media managers using Charlotte Pride profiles at various events or activities when necessary
- Assist with the collection of photos and other collateral at organization events and activities
- Provide back-end support to the M&M Team, including data entry, communication with other volunteers/vendors/suppliers, research, etc.
- Assisting with the distribution of posters, fliers, the annual Charlotte Pride Guide and other printed products at various locations in and around Charlotte
- Help set-up and tear-down media and marketing materials (banners, posters, signage) at organization events and activities

**Requirements:** Requirements for social media ambassadors and general support volunteers vary according to assigned tasks and individual volunteers' interests and talents, but we have three primary requests:

- A desire to give back and contribute to the greater success of the organization and broader community
- An ability to build a working rapport with other volunteers
- A desire to have fun while making a difference!

#### **Expected Time Commitment**

- Varies according to tasks, interests and talents