

## Position - Marketing Chair

Seeking Resourceful, Creative Marketer to Drive Outreach and Awareness for Environmental Nonprofit

Contact - [Mike@GreenTownLosAltos.org](mailto:Mike@GreenTownLosAltos.org) if interested.

### About GreenTown Los Altos

GreenTown Los Altos is a grassroots initiative of residents and businesses in Los Altos and Los Altos Hills. Our mission is to educate and inspire the community to take action that will make us more environmentally healthy and vibrant today and for future generations.

### Job Description

- Lead the marketing efforts for GreenTown Los Altos, with the main goal of growing the awareness of our mission, programs and events.
- Recruit and lead a team of marketing volunteers to execute marketing tactics, including:
  - periodic email newsletter
  - social media (with special emphasis on Nextdoor and Facebook)
  - article placements and letters to the editor in key local publications
  - posting upcoming events to local community calendars (LATC Datebook, Palo Alto Online, City of Los Altos community calendar, Acterra Eco Calendar, Nextdoor events calendars, etc.)
  - collaborating with promotional partners to cross-promote relevant events (Carbon-Free Mountain View, SVBC, Rotary, LAVA, Los Altos Chamber, Repair Café, LASD and MVLA schools, etc.)
  - capture photo and video images to share in social media and in our annual report
  - paid print advertising as needed
  - direct graphic design, as needed, to support our outreach efforts and to be consistent with our brand identity guidelines
  - coordinate closely to promote (in a timely fashion) programs led by our program leads, i.e. the heads of our Walk or Wheel (WoW), Watts, Water and Waste programs

### Qualifications sought

Excellent writing skills. Great project manager and team leader. Computer literate with experience using email management tools (such as Vertical Response or MailChimp), Salesforce, Google docs. Able to inspire creative thinking with others. Outgoing personality with great listening skills. Brand management skills essential. Able to delegate marketing work and supervise others. Able to work with minimal supervision.

### Length of Commitment

1 year

### Estimated Monthly Hours

20 hours

## Benefit

Work with highly motivated, like-minded people to advance a mission of a more sustainable environment within the Los Altos and Los Altos Hills community. This is an opportunity to use and grow your marketing skills across a wide range of specialties and to demonstrate your resourcefulness and creativity to inspire action.