

MARKETING VOLUNTEER OPPORTUNITIES

Interested? Questions? move@bethlehemfood.coop



- **Social Content Contributor**
- **Online Calendar Coordinator**
- **Collateral Coordinator**

Social Content Contributor

Working in collaboration with other volunteer members of the social media team, this volunteer will help curate articles, images, events and other items of interest to the co-op, reflecting the identified co-op Messaging Buckets (topics).

We utilize a Google spreadsheet to share the information among the team members. This volunteer will share links, photos and information on the spreadsheet; they may also be asked to craft the specific messages that will be used on the various platforms (Facebook, Instagram, Twitter), utilizing the co-op's Style Guidelines and Messaging Guidelines.

Skills needed: Interest in the topics identified in the Messaging Buckets document; experience with social platforms and Google Drive; excellent oral and written communication skills.

Time commitment: Flexible and can vary; we estimate 1-2 hours per week. All work is done remotely.

Online Calendar Coordinator

Working with the members of the marketing team, this volunteer will identify and populate appropriate online calendars to submit BFC event information (wfmz.com, mcall.com, wdiy.org, etc.).

The details of each event will be provided to the volunteer. Accounts for the online calendars (when needed) will be set up in the co-op's name.

Skills needed: Ability to navigate online forms to submit information; excellent oral and written communication skills.

Time commitment: Flexible and can vary; we estimate no more than one hour per week, as needed (there may be weeks where there are no submissions to be made). All work is done remotely.

Collateral Coordinator

Working with members of the marketing team, this volunteer will create visual images for use in the co-op's social media, website, and newsletter, as well as design flyers, brochures and other collateral pieces.

The co-op's Style, Messaging, and Visual Branding Guidelines will be utilized, and the co-op has a canva.com account to use for the creation of visual assets.

Skills needed: Experience creating in canva.com; excellent oral and written communication skills; willingness to work within stated style, messaging and visual branding guidelines; ability to work collaboratively with other volunteers.

Time commitment: Flexible and can vary; we estimate no more than one hour per week, as needed (there may be weeks where there are no submissions to be made). All work is done remotely.

NOTE: While we try as best we can to plan ahead, there may be times when a quick turnaround is needed. We will all work together to assure that the job is completed accurately and on time!