



Volunteer: Vice President-Marketing
Princeton Education Foundation
Princeton, NJ.

Princeton Education Foundation

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Princeton Public Schools

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Representative to PEF

Board Treasurer Job Description

- Is a member of the Board
- Facilitates a mutual understanding between PEF and the public. This involves understanding the concerns of the individual community members and addresses them through strategic use of the media and direct communication.
- Develops public relation campaigns and media relations' strategies.
- Seeks opportunities for partnerships, sponsorships and advertising on an ongoing basis.
- Responsible for routine review of website, social media communications and development of periodic newsletters;
- Participate in development, and oversee execution of overall strategic marketing plan
- Manage website content and make necessary updates regularly
- Assist in maintaining an active social networking presence
- Oversee design and dissemination of all development and promotional materials
- Maintain photo, video, and print archive
- Responsible for increasing awareness of our organization and all of our activities through effective, creative, and professional marketing and public relations.
- Monitor, analyze and communicate public relations results on a monthly basis at board meetings.
- Ability to craft and deliver the foundation's messages in a compelling way to generate positive media coverage or minimize impact of negative coverage.
- Work closely with VP of Communications to achieve strategic marketing and PR goals

The Princeton Education Foundation Board meets monthly. The Vice President of Marketing should expect to spend approximately 5 – 10 hours per month on the responsibilities of the position. PEF is an active working board.

Building a Foundation for Bright Futures in the Princeton Public Schools since 1995