

# Marketing & Communications Working Group

## -Purpose & FAQ -

### **Purpose:**

*The purpose of this working group is to monitor, improve and execute oikos international communications through all platforms, extending from digital to print. Our goal is to be agile, changing quickly when needed and finding best practices to communicate and receive information.*

### **Possible operations:**

The list below is a mention of all responsibilities of the communications team:

- Improve website SEO
- Develop and submit GoogleAds
- Designing promotional items for digital purposes
- Developing and executing the creation of 'swag', accessible to all international members
- Always searching for communication improvement through data analysis and survey development for both international and local chapter applications
- Finding potential businesses to interview
- Proofreading ads, blogs, etc.

### **FAQ**

- Who identified the need for this Working Group(WG)?

The VP of Marketing

- What do I get from participating?

Training, experience and support in marketing for someone in the field.

- Who can apply? How many positions are open?

Anyone with the desire to join. There are 6 unique roles available.

- Which experiences are needed?



None. Functional experience in the field of marketing is beneficial but not obligatory. We're here to learn! :)

- What are the selection criteria?  
Past experience, certificates, knowledge, passion and commitment.

- What is the estimated timeline?

January 2019 - October 2019

- What's the minimum time commitment? Are there different positions & roles?

Approximately 3 hours a week

#### *Graphic Designer*

*You'll be in charge of developing promotional material for events, newsletters, social media and more. You'll need to understand the brand as well as take into account the oikos community. Time commitment will increase near programs and a design application will be available for use.*

#### *Videographer*

*You'll be charged with video development for promotional purposes. We'll need clean, crisp, emotion provoking videos to help share our message and bring in donations for external personnel. Time commitment will increase near programs, video application will not be provided. however, there are many free applications available.*

#### *Strategy Improvement & Implementation*

*You'll need to be an out of the box thinker, coming up with campaigns to promote different initiatives and programs. You'll be developing AdWord campaign keyword lists, discover key business people to interview as well as develop other various campaigns with plans thought out to promote through online platforms. This position may require more than 3 hours a week and you'll be working closely with the VP.*

#### *Analytics & Reporting*

*You'll look at data, develop reports and give suggestions to the team. This role will be most intense at the end of each month and will be a supportive role to others in the group advising on best practices.*

#### *Website & IT*

*We need someone to maintain the website and be a supportive role to other chapters when they look to edit and update their website. The platform utilized by oikos is WordPress so a slight understanding of the platform, amongst other IT subjects, would*

*be considered an asset and useful but is not required. This is more of a technical role as opposed to a design role.*

#### *Copywriter*

*You'll need an eye for detail, a way with words and a passion for creativity. From editing content, blogs and newsletters to writing SEO sound web content. SEO training will be provided.*

#### *International Swag*

*You'll be the head of the international swag team, finding ways to get oikos international sustainably sourced swag available to chapters around the globe.*

- Is there a 'certificate of participation' for completing a WG?

Yes. Official certificates will be provided at the end of the process.

