

GO! NETWORK

Role Expectations

Job Title:	Member of Marketing Communications Committee	
Reports To:	Marketing Communications Director	
Completed By:	Caren Libby	
Date:	April 8 th , 2009	

GO! Network, Growth and Opportunities for Professionals, is a community initiative that empowers personal and professional growth through life, education and career opportunities. This organization was established to serve the needs of individuals whose employment has been affected by the current economic environment. GO! Network's goal is to encourage, inspire, motivate and connect people to employment and entrepreneurial opportunities. The members of the Peer Advisory Committee are key contributors to making GO! Network a success.

BENEFITS:

- Personal growth and development
- Working and networking with other members
- Contributing to others during their time in transition
- Opportunity to build resume and stay sharp by sharing your expertise and experience

POSITION SUMMARY:

The Marketing Communications Committee plays a critical role in developing and shaping the GO! Network brand and in providing timely communications for the speakers, partners and participants. Selected team members will be expected to actively participate in regularly scheduled meetings and deliver on assigned tasks.. As a team, we will uphold the mission, vision and values of the GO! Network.

ESSENTIAL FUNCTIONS:

1. Responsibilities as assigned by the Marketing Communications Director:

- Provide input and direction for overall marketing/branding strategy
- Write copy for e-mail communications to speakers, partners and participants
- Provide website updates, including sourcing graphics
- Contribute to the components of PR Kit and other assigned projects
- Keep Marketing Communications Director informed and up to date on activities

2. Desired qualifications:

- Proficiency in Microsoft Office
- Strong writing and editing skills
- Excellent time-management skills
- Ability to work under pressure and meet deadlines
- Experience working with web sites and graphics is helpful.
- Brand management and PR experience desired