



Marketing Advisor Job Description

The Marketing Advisor is essential to the Illini Service Dogs organization by providing leadership oversight and direction to public relations, public affairs, marketing, and social media factors of our organization. This position will work closely with a wide variety of volunteers, including those on the Administrative Board, Executive Board, Advisory Board, and Primary Handlers. The Marketing Advisor will report directly to the Chief Information Officer. This is a volunteer position that will reside within the Advisory Board.

Essential Duties and Responsibilities:

- Reflects the mission, vision, and values of the organization, adheres to our brand identity, and is responsible for coordinating, executing, monitoring, and measuring the organization's marketing and communication efforts
- Has experience or desire to learn how to use insights and data driven marketing tools, including but not limited to, Facebook/Meta, Tik Tok, and Instagram platforms to inform marketing initiatives

Illini Service Dogs

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- Work independently, as well as in a team, to develop and execute communications efforts with the goal of increasing visibility, engagement, cohesion of website and social media traffic
- Oversees the Social Chair on the Executive board. These positions will work collaboratively to plan and post regular updates on our social media platforms
- Collaborate with Administrative and Executive board members to plan for and execute a successful Giving Tuesday fundraiser annually.
- Manage the website including updating images, addition of interactive components, and increase engagement
- Coordinate and direct media opportunities, including coaching individuals for interviews on and off campus
- Collaborate with the Philanthropy Advisor on newsletters and donor updates
- Develop plans and goals for each year and provide regular updates to the Administrative Board

Required Qualifications & Skills:

- Experience with Slack, Microsoft Office, Monday, and Google Suite Products

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- Excellent verbal and written communication skills
- Experience working and collaborating effectively in a dynamic environment
- Prior experience with media relations, social media, or external affairs in a non-profit organization setting
- Experience with marketing in a non-profit organization setting

Preferred Qualifications & Skills:

- Prior experience in a marketing role utilizing data and insights to drive marketing initiatives

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