

WEBSITE & MISSION CHAIR

PURPOSE

The purpose of this position on the National Campus Leadership team is to ensure that the NCLT is communicating information to ACS Campus volunteers in the growing digital market space and to educate Campus volunteers at all levels about the American Cancer Society's mission and how ACS is fighting cancer from every angle. This position updates and manages the Campus website, campus.relayforlife.org. This individual should have a vision for the organization and aesthetics of the website. They will work to cultivate content, maintain professional standards, and continuously assure that information on the website is up-to-date, accurate, and relevant. When this role is done successfully, not only will individual volunteers feel empowered and that their work is worthwhile, but they will also be more prepared to talk to others about the ACS mission when fundraising and recruiting.

RESULTS

If the Website and Mission Chair succeeds in their role, the website will be easy to navigate, frequently updated, error-free, and relevant to ACS Campus volunteers and their staff. This position should increase the amount of content on the Campus Relay website and increase the number of people who access it. This position will help create knowledgeable volunteers by creating resources on the mission initiatives of the ACS. This role will generate content and format the Campus website so that information and resources are noticeable and are accessed by all levels of event leadership and staff, contributing to the NCLT goal of an increase in Campus market revenue.

MEASURE

Success will, in part, be measured by Google Analytics reports, which is the key way to measure the success of the ongoing improvements of the website. Success may also be measured by the engagement of Campus fundraising events with other ACS fundraising events, patient services, and initiatives. Success in this role will mean that NCLT initiatives and strategy are better communicated and that ACS Campus volunteers are more supported so that fundraising revenue increases.

POTENTIAL PROJECTS

- ✓ Designing graphics to display on website and to be shared on social media
- ✓ Creating and uploading blogs, videos, or other content to the website
- ✓ Building out and improving Search Engine Marketing (SEM)
- ✓ Leading the NCLT in mission initiatives for resource publication and engagement in national mission campaigns (Ex: Breast cancer education during October)
- ✓ Redesigning organization of content and individual pages on the website
- ✓ Creating a new tab or section of the website that highlights or emphasizes a particular fundraiser, collections of resources, or national initiative
- ✓ Working with Regional Campus Leadership Teams to cultivate new content for the website from local level events
- ✓ Coordinating with Social Media Chair to ensure that branding and messaging across all of our platforms is consistent



QUALIFICATIONS

- ✓ Graphic design ability and experience
- ✓ Website development & editing (SquareSpace preferred)
- ✓ Experience using Google Analytics
- ✓ Strong written and oral communication skills
- ✓ Promptly responds to digital communication
- ✓ Available to participate in team meeting in-person in February and subsequent digital team meetings every other week
- ✓ Ability to give and receive critical feedback in a team environment
- ✓ Must be at least 18 years of age by February 2018
- ✓ Organic SEM knowledge and basic coding ability are preferred, but not required

DESIRED QUALITIES

- ✓ Love of digital marketing and creativity
- ✓ Strong vision for online strategy and website content
- ✓ Self-starting and works well in a team
- ✓ Holds self to a high standard of quality
- ✓ Genuine excitement for the potential of ACS Campus market
- ✓ Comfortable leading trainings, whether through phone, video, or in person

TIME INVESTMENT

This is a high-commitment position. Please expect to spend, on average, the following amount of time though this will vary throughout the year.

- ✓ 1-2 hours a week on phone/video communication for team collaboration.
- ✓ 1-2 hours a week on email communication.
- ✓ 1-3 hours a week on independent planning and website maintenance.
- ✓ 1 hour a week monitoring social media platforms to find potential shareable content.

SUPPORT AND COLLABORATION

The person in this role will receive support and training from the team's staff partner, the co-chairs of the team, and their teammates. This team is highly collaborative. This collaboration will be most evident in times when other team members are writing content and generating ideas for the website as a group. The Website and Mission Chair can expect to provide support and ideas to others while receiving support and ideas in return.

BENEFITS TO VOLUNTEER

Expand your knowledge of digital marketing, discover the world of organic search, work with a team of people who have digital needs, and help the team disseminate their message via the website. Volunteers who had a positive experience with Campus Relay will have the opportunity to continue their work on a larger scale. This volunteer will receive professional development and networking within the organization; they will also develop a portfolio of content, graphics, and web pages through their work throughout the year. They will get to collaborate with a team of like-minded individuals. They can also expect a few travel opportunities. The most significant benefit is knowing that this role will create more funds which support patient services and research. This role saves lives.

