

Senior Gift Council Vice President of Marketing

Position Description

During their final term, each year's graduating class of seniors come together to leave their final mark as students and begin their legacy as alumni with a gift to the Annual Fund. This tradition is a way for students to thank LC for their education while demonstrating support for their alma mater's community: past, present, and future.

The VP of Marketing works with committee members, SGC President, and staff from the Office of Annual Giving to lead the campaign's marketing and promotion efforts.

Expectations

- Spread message of philanthropy and fundraising relating to Senior Gift.
- Serve as role model by making own donation to the Annual Fund.
- Lead in a professional, courteous manner.
- Attend and facilitate bi-weekly committee meetings.
- Attend monthly executive team meetings comprised of staff and the Vice Presidents.

Duties

Marketing:

- Create and execute social media campaign (Facebook and Twitter).
- Collaborate with Office of Annual Giving to create email marketing campaign to promote and facilitate senior class giving.
- Design, produce, and distribute signs, flyers, banners, etc.
- Determine promotional giveaways.
- Actively seek to strengthen and adapt marketing strategies to facilitate campaign success.

Recruitment:

- Recruit three qualified seniors and/or juniors to be Marketing Managers.

Fundraising:

- Personally solicit 10 members of the senior class to make gifts.
- Present a brief campaign pitch to three different student groups
- Volunteer to help table at Senior Experience events, educating students on philanthropy and securing senior gifts.