

# Senior Gift Council Marketing Manager

## 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 Marketing Manager works with fellow Marketing Managers, the VP of Marketing, and staff from the Office of Annual Giving to execute 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 bi-weekly committee meetings.

## Duties

### Marketing: (in collaboration with the VP of 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.

### 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.