



Marketing Competition Coordinator

The Marketing Competition Coordinator manages all aspects of the competition to highlight the creative marketing efforts of NACA school members.

Specific Responsibilities:

- Determines awards while working within the available budget.
- Develops description and registration materials for the marketing competition to be included in the web portal, including determination of judging categories.
- Recruits judges and communicates in advance of competition to secure participation.
- Assures that the Association's Mission and Vision are reflected in the attendee experience by helping create an inclusive, hospitable environment where all attendees feel welcome and connected. This includes attending all conference events and meetings to set the tone for attendee engagement.
- Strongly encouraged to submit at least one educational program proposal for the conference.
- Attends all regularly scheduled regional meetings.
- Additional responsibilities as assigned and agreed upon with volunteer supervisor and/or NACA staff liaison.

Qualifications/Expectations:

- Supports NACA programs through attendance whenever possible.
- Attends conference.
- Undergraduate or graduate student at a NACA member institution.
- Must have approval from and support of their institution (note: support is defined as financial as well as time out of the office, etc.).
- If the volunteer changes schools during the position's term, the new school must also be a NACA member and provide a statement of support. The NACA Volunteer Development Manager must be informed of this change within two weeks and the new letter of support must be received at the NACA Office within 30 days of selection. If not a member school, the school must join as a member within 30 days of transition.

Association Support:

- NACA Connect
- Zoom
- NACA Google Drives

Term of Service/Time Commitment:

- April 15 – January 31

Supervision Received:

- Recruitment & Recognition Coordinator

Supervision Exercised:

- N/A

NACA Staff Liaison:

- Marketing & Communications Manager
- Chief Operations Officer

Competencies:

- Relationship Development
- Networking and Business Relationships
- Professional Development
- Marketing and Branding