



## Digital Marketing Director Job Description and Expectations

MumNet is a registered not-for-profit charitable organization, founded and run by volunteer women. Our Board of Directors consists of 12 volunteers, each of whom assists with the leadership and general promotion of MumNet to support our organization's mission and needs.

Our organization may be small, but our Board follows all due process and regulations that a much larger Board would. It's great experience if you have ever thought of getting your feet wet and adding board experience to your professional skills. We meet once a month for a board meeting, and on an as needed basis to participate in various subcommittees or to work on specific projects.

**Purpose:** To advise, govern, oversee policy and direction, and assist with the leadership and general promotion of MumNet to support our organization's mission and needs.

**Mission Statement:** Helping women face the challenges of motherhood by fostering their emotional, mental, and physical well-being in a mutually supportive, community-based group environment.

### Major responsibilities:

- Create digital marketing strategy including social media
- Manage social media sites: respond, communicate, and engage with customers across all channels
- Curate and post content to social media sites personally and create a bank of content for staff to post
- Monitor trends and identify new digital marketing opportunities
- Use Social Networking Analysis tools to track and demonstrate results
- Organizational leadership and advisement
- Formulation and oversight of policies and procedures
- Financial management, including adoption and oversight of the annual budget
- Oversight of program planning and evaluation
- Personnel evaluation and staff development
- Review of organizational and programmatic reports
- Fundraising and outreach

**Length of term:** Two years, which may be renewed up to a maximum of three consecutive terms.

### Meetings and time commitment:

- The board of directors meet monthly on the last Tuesday of the month, 7:30 p.m., locations vary across Toronto but currently we meet on Zoom. Meetings typically last two hours.

- Committees of the board meet an average of once a month, depending on their work agenda.
- Board members are asked to attend the Annual General Meeting, Annual fundraising event, and participate where able in additional fundraisers and events over the course of the year.

**Expectations of board members:**

- Attend and participate in meetings on a regular basis, and special events as able.
- Participate on a standing committee of the board, and serve on ad-hoc committees as necessary.
- Be alert to community concerns that can be addressed by MumNet mission, objectives, and programs.
- Help communicate and promote the MumNet mission and programs to our target communities.
- Become familiar with MumNet's structure, personnel needs, finances, budget, and financial/resource needs.
- Understand the policies and procedures of MumNet.

**What we are looking for:**

- Previous experience developing a digital marketing / social media strategy with an internal / external focus
- Social media savvy, with a passion of using a variety of social media channels to help connect and add value to our membership and alumni
- Creativity, enthusiasm and passion for promoting MumNet in our local communities
- An understanding of the grass-roots nature of our organization, and creativity to work with limited budgets to enhance our communications strategy
- An organized, multitasking self-starter
- Strong interpersonal skills and the ability to lead and collaborate with a team of committee members
- Strong project management, problem solving and analytical skills with an ability to anticipate obstacles and develop appropriate solutions
- An interest in promotions and advertising; especially digital marketing

**To apply forward current CV to  
Megan Munro, Board President  
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