

Marketing & Social Media Volunteer Position

Do you want an opportunity to exercise your communications savvy? The Silicon Valley Product Management Association (SVPMA) is seeking Marketing / Communications enthusiast to develop and execute on-line and potentially off-line content to grow, retain (by providing valuable) to our membership.

You will have an opportunity to work for a highly respected, non-profit organization that has been hosting a variety of product marketing and product management events for over 12 years.

Desired Skills

- Passion for developing, implementing and proliferating relevant content and programs that increase awareness and participation
- Interest in product management/product marketing
- Understanding and leveraging social media tools (Blogs, LinkedIn, Facebook, Twitter) to increase awareness and build SVPMA's thought leadership position - Listening and responding to the Groundswell (including moderating and approving New Members to and comments on SVPMA LinkedIn Site.
- Detailed oriented – enjoys managing projects
- Extremely reliable with consistent follow-through – Assisting Director of Marketing Communications in posting Monthly Event-Recaps and Featured Articles to SVPMA Website
- Collaborates with other team members.

Time Commitment

- 4-6 hours/month with commitment to cover 4-6 events/year

Deliverables

- LinkedIn: Approve new members, create and moderate LinkedIn posts, discussions, and polls
- Facebook: Update SVPMA fan page
- Twitter: Tweet or re-tweet events
- Creating outbound email messaging for promoting new content posted on the SVPMA website.
- Editing and posting 4-6 monthly event re-caps per year
- Collaboration with our Board Members to insure marketing deliverables meet SVPMA goals

Benefits to Volunteer

- Free access to SVPMA monthly events
- Marketing and Social Media experience to add to your resume
- Keeping and enhancing your marketing communications skills
- Extend your network

More Information on SVPMA

<http://www.svpma.org>

Contact

Helene Eichler, Director of Communications, SVPMA

helene@svpma.org (e-mail)

pm_association@yahoo.com (alternate)