

**Job Title:** Volunteer Digital Marketing Lead

**Organization:** N.E.W. Pride

**Location:** Northeastern Wisconsin

**Duration:** Immediately - September 22, 2024 (with the potential to continue this work in future years)

**Job Description:** We are seeking a dedicated volunteer Digital Marketing Lead to join our team and help promote the NEW Pride Festival through various digital channels. This position works directly with our Marketing Chairperson.

This role offers an exciting opportunity to lend your unique talents or gain hands-on experience in digital marketing while supporting a meaningful cause.

**Responsibilities:**

- Develop and implement digital marketing campaigns to increase awareness and attendance for the NEW Pride Festival.
- Create engaging content for social media platforms, including Facebook, Instagram, and potentially other platforms such as TikTok.
- Monitor the comments section on all social media platforms
- Collaborate with the marketing team to develop promotional materials and strategies.
- Assist in managing the festival's website and online presence.

**Qualifications:**

We are willing to work with and teach the right candidate for this opportunity. Please consider applying even if you don't meet every qualification.

- Strong understanding of social media platforms and digital marketing strategies.
- Experience with the Wix website platform.
- Graphic design skills are a plus.
- Experience with Meta Business Suite or other scheduling platforms a plus
- MUST be available for N.E.W. Pride (this year's dates are September 20 & 21)
- Excellent written and verbal communication skills.
- Enthusiasm for LGBTQ+ advocacy and promoting diversity and inclusion.
- Creative thinking and problem-solving abilities.
- Ability to work independently and as part of a team.
- Possesses a calm, cool public demeanor and attitude in stressful situations.

**Benefits:**

- Gain valuable experience and/or contribute your digital marketing and event promotion skills.
- Contribute to the success of a meaningful community event that positively affects the lives of queer individuals in our region.
- No set schedule. Almost all work can be done remotely (besides day of responsibilities)

To Apply: Please submit a resume and cover letter outlining your interest in the position and relevant experience to [info@yournewpride.org](mailto:info@yournewpride.org). Please put “marketing volunteer application” in the subject line. Applications will be reviewed on a rolling basis.

**About Us:** NEW Pride Festival is a vibrant celebration of the LGBTQ+ community in Wisconsin. This Pride has been volunteer-run since its inception in 2007. Our mission is to create a safe and inclusive space for all individuals to celebrate diversity and promote equality. The festival features live entertainment, local vendors, and community resources, attracting a diverse audience from across the region.