



Nellis Area Charitable Association

P.O. Box 9785, Nellis AFB, NV 89191 | nellischaritable.org | admin@nellischaritable.org

Nellis Area Charitable Association Chief Marketing Officer Position Description

Executive Board of Directors (EB) No

Board of Directors (BOD) Elected; Voting member

Supervises None

Indirectly Supervises None

Committees - Constitution and ByLaws, Budget, Position Descriptions, Programming, Grants, Scholarships, Election

Administration

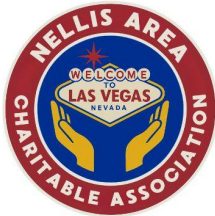
1. Chief Marketing Officer (CMO) shall oversee all media, publicity, and branding efforts for the Nellis Area Charitable Association.
2. Be cognizant of the official documents called the NACA Constitution and Bylaws (C&B), Policies & Procedures (P&P), AFI 34-223 and Private Organizations (PO) rules.
3. Attends the onboarding of the Board of Directors that includes a review of the Constitution and ByLaws, Position Descriptions, Budget, Elections, Google Drive Tutorial, Media Training, and Thrift Shop Operations.
4. Upload a monthly board report to the Google Drive>Board Reports folder by 11:59pm the Thursday before the monthly meeting, or as requested.
5. Download the Google Chat app, check frequently and respond in a timely manner.
6. Download the Google Meet app, used for virtual meetings, also available on desktop.
7. Take responsibility for the Chief Marketing Officer email address, check frequently and respond in a timely manner.
8. Become acquainted with the NACA Google Drive. Maintain Google Drive>CMO folder with the position description, and all pertinent information related to marketing.
9. Note any password changes to any NACA account in the NACA Account Information document.
10. Be responsible for and oversee all media platforms and websites under the NACA purview.

Finance

11. Review and make recommendations to the operational budget at the beginning of the board year and the mid-year point for advertising, promotional material, branding, digital marketing etc.
12. Submit budget requests to the CFO at the initial and mid year budget review.

Marketing

13. Be added as an administrator and become acquainted with the NACA website, add moderators as requested, and update as requested.
 - a. Answer all website inquiries and direct to the appropriate Board of Director via email, check daily, and respond in a timely fashion.
14. Be added as an administrator and become acquainted with the NACA Facebook pages, add moderators as requested, and update as requested.
 - a. Answer all messages and direct to the appropriate Board of Director via email, check daily, and respond in a timely fashion.
 - b. Respond to comments as needed and review comments for any inappropriate language.



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15. Be added as an administrator and become acquainted with the NACA Instagram pages, add moderators as requested, and update as requested.
 - a. Answer all messages and direct to the appropriate Board of Director via email, check daily, and respond in a timely fashion.
 - b. Respond to comments as needed and review comments for any inappropriate language.
16. Be added as an administrator and become acquainted with the NACA LinkedIn page, add moderators as requested, and update as requested.
 - a. Answer all messages and direct to the appropriate Board of Director via email, check daily, and respond in a timely fashion.
 - b. Respond to comments as needed and review comments for any inappropriate language.
17. Create and maintain a publicity point of contact list for both on and off the installation, reaching out to those organizations to ensure they have a clear way to contact NACA for media inquiries.
18. Create a media strategy for NACA in conjunction with other media users as defined by current Policies & Procedures. Brief the media strategy to the Board of Directors and ensure those that do not have media access are aware of it as well.
19. Update the NACA branding guideline and teach the board of directors how to utilize it.
20. Create all digital and paper marketing materials under the branding guidelines.
21. Work directly with the Deputy Executive Director to highlight volunteers digitally in various ways.
22. Work with the board of directors on advertising volunteer needs of the organization.
23. Work with the board of directors to highlight their programs and accomplishments on a monthly basis.

Charitable

24. Promote upcoming events and programs under the Charitable purview in conjunction with the Chief Charitable Officer and appropriate Chairpersons.
25. Highlight accomplishments and outcomes of the events and programs under the Charitable purview.

Outreach

26. Promote upcoming events and programs under the Outreach purview in conjunction with the Chief Outreach Officer and appropriate Chairpersons.
27. Highlight accomplishments and outcomes of the events and programs under the Outreach purview.

Thrift Shop

28. Promote upcoming events and programs under the Thrift Shop purview in conjunction with the Thrift Shop Manager, Executive Director, and Deputy Executive Director.
29. Highlight accomplishments and outcomes of the events and programs under the Thrift Shop purview.