

**Department Title:** Marketing

**Point of Contact:** Jolene Molaski, Director of Marketing & Communications

- Agency Branding
  - Responsible for the overall public image/brand of AAA3 and the Silver Birch Foundation relating to logos, marketing, community education, and cohesive message delivered to the masses.
- Graphic Design
  - Can design and create anything graphics related.
- Print and Promotional Materials
  - Responsible for all agency print and promotional materials – design, ordering, updating, etc.
  - Includes – banners, handouts, flyers, booklets, and all forms of promotional materials.
- Web and Social Media
  - Responsible for all agency social media – Facebook, Twitter, LinkedIn, Instagram, YouTube.
  - Responsible for maintaining and updating the agency and Silver Birch websites.
- Community Education (Advertising)
  - Handles all communication with media including the purchasing of advertising (community education), press releases, and scheduling of interviews – such as Noon Edition.
  - Responsible for working with programs and budgets to highlight areas deemed appropriate.
  - Collection of affidavits of publication, run times, and other forms of reports needed for compliance.
- Digital Marketing
  - Handles all digital marketing – newsletters – internal and external – through MailChimp.
    - The Advocate, Provider Connections, Age My Way, Aging Well, Volunteer Voice, Success Stories, The Beacon, Recipe of the Week
- Awareness Campaigns
  - Highlights causes or awareness days/weeks/months relevant to the mission statement and vision of AAA3.
  - Bring awareness to campaigns through social media and other forms of communication.
- New Hires
  - Takes care of ordering name tags, business cards, employee photos, picture badges, and welcome bios.
- Event Coordination
  - In charge of multiple events along with coordinating events with other team members and programs.

- Event scheduling
- Generate new events/drives – external and internal.
- Promotion of events; including, print materials, advertising, social media, media coverage, and other means needed for a successful event.
- Expos/Fairs/Speaking Engagements
  - Schedules or accepts participation in expos/fairs and speaking engagements for the agency.
  - Works with the expo/fair coordinator to get all information needed and get volunteers to participate in the expo/fair.
  - Gather information, materials, or promotional items to be used and distributed for the expo/fair.
  - Work with departments to line up guest speakers for requested engagements.
  - Every appearance, speaking engagements done by staff needs to be reported to me for tracking purposes.
- Other
  - Translator - Works with staff to translate flyers, forms, and other materials as needed.
  - PDF – Can create and edit pdfs.
  - Cognito Forms – design and implement forms needed for the agency as needed for programs.
  - Powerpoints – Can create powerpoints or edit as needed.
  - QR Codes – can create QR codes as needed.
  - Event calendar – responsible for all items on agency event calendar.