

## Volunteer Programs

**Develop business and leadership skills in a supportive, collaborative team environment.**

As a professional membership organization, the Silicon Valley American Marketing Association (SVAMA) invites all members to become involved in our association. There are numerous volunteer opportunities that will expand your marketing knowledge and network while supporting SVAMA.



Volunteer members manage all aspects of chapter operations including membership development, marketing, programming, sponsorship, and community events.

Volunteering is a great way to meet other marketing business professionals and build connections. Your efforts are valued and appreciated with SVAMA.

By expending your personal best efforts to advance the SVAMA vision and mission, you will also develop strong business relationships that can pay dividends throughout your career. Should you aspire to greater responsibility, your demonstrated performance and contribution to our association can lead to nomination for a Board position.

### **How do I get involved?**

**Check out the list on the back** of open volunteer roles—there are a lot of choices, depending on your available time and skills.

*Or contact:*

**April Yep, EVP of Membership**

**[membership@svama.org](mailto:membership@svama.org)**

*Thank you for your interest.*

*We look forward to working with you!*

# Volunteer Roles Currently Available

## **Treasurer / Secretary** (4-8 hrs/month)

*President*

Provide fiscal responsibility, reporting and financial analysis in support of the chapter's membership, outreach, and programming activities. Maintain the board's overhead and organizational duties such as calendars, monthly board meeting agendas and monthly board meeting minutes.

## **Web and Registration Manager** (2-3 hrs/wk)

*Marketing*

Manage SVAMA.org's website, partner distribution of content (such as Meetup.com event postings) and other website and registration duties to ensure current and up to date content about SVAMA and its affiliates.

## **Social Media Marketing Manager** (2-3 hrs/wk)

*Marketing*

The Social Media Manager is responsible for collaboration among programming, membership, business development, and other SVAMA teams in the creation and execution of social media marketing campaigns that grow engagement, brand recognition, brand affinity, and ultimately, drive membership and revenue.

## **CRM Manager** (2-3 hrs/wk)

*Marketing*

Manage Salesforce.com CRM system and work across departments to generate reports, manage user data and develop relationships with other teams.

## **Content Marketing Manager** (2-3 hrs/wk)

*Marketing*

The Content Marketing Manager will work with the EVP of Marketing to develop and manage the organization's content marketing strategy, which includes original content creation and industry insights.

## **Member Acquisition Manager** (2 hrs/wk)

*Membership*

Work with EVP Membership and EVP of Business Development to develop a strategy for recruiting Group memberships; manage Group Membership recruiters.

## **Membership Advisor** (3 hrs/wk)

*Membership*

Build professional networking relationships with a group of members, add value to their week/day and help them make the most of their membership and all available resources.

## **Volunteers Manager** (2 hrs/wk)

*Membership*

Work with EVP of Membership and Volunteer Program Manager to ensure the success of volunteers and take on strategic initiatives and programs to retain and increase volunteerism with chapter members.

## **Content Events Manager** (4 hrs/wk)

*Programming*

The Content Events Manager plans and works with speakers and panelists on creating high-level marketing programs six to eight times a year. The person also coordinates with the team's copywriter to curate and compose content for marketing purposes.

## **Networking Events Manager** (4 hrs/wk)

*Programming*

The Networking Events Manager plans fun networking events once every quarter that is held at a bar, restaurant or fun venue.

## **Content Events Coordinator** (4 hrs/wk)

*Programming*

The Content Events Coordinator helps the Content Events Manager in planning and finding speakers/panelists. This person also helps on the night of the events in making sure that all logistical needs are covered.



Contact us at

[membership@svama.org](mailto:membership@svama.org)

or 408-266-9658