



If you're passionate about positively impacting the lives of young children and making a difference in the world of early childhood education, consider joining The Child & Family Network Centers (CFNC) as a member of its Board of Directors for our award winning preschool program for low-income families. We are currently recruiting for diverse leaders with expertise in the following area:

### **Volunteer Board Member (Marketing and Communications Expertise)**

Your role as **Marketing and Communications Committee Chair** will be to lead and direct CFNC's overall comprehensive marketing and communications strategy for the purposes of recruitment, program messaging, fundraising, awareness and branding. In particular, the Chair will lead the Committee's efforts to:

- Build on CFNC's current brand and elevate awareness of CFNC's activities.
- Contribute expertise to assist team in establishing CFNC's marketing, branding and communications plan.
- Support and edit creative marketing programs to drive enrollment and fundraising growth.
- Advise team on strategies for various marketing and communications channels including website, social media, e-newsletter, public relations and printed collateral.
- Evaluate effectiveness of marketing and communications strategies by identifying and developing metrics to measure success.

### **Key Roles and Responsibilities**

- Work closely with the Executive Director and the Communications and Corporate Relations Associate to ensure Committee work aligns with the overall objectives of the organization
- Report to the Chair of the Board
- Assign work to Committee members, set meeting agenda and run monthly meetings in collaboration with the CFNC team
- In conjunction with the full Committee and team, set the Committee's annual goals
- Initiate and lead the Committee's annual evaluation
- Ensure Committee members are appreciated and have the information to do their jobs

### **Other Responsibilities as a Board Member:**

#### *Board Meeting Attendance and Participation:*

- There are six board meetings per year on a bi-monthly basis with no meetings held over the summer months.
- Board member terms last for three years. At the end of the term, the Board member may decide to renew for another consecutive term, up to three terms

#### *Organizational Ambassador:*

- Represent CFNC at events
- Invite people from your network to get involved or learn more about CFNC

#### *Fundraising:*

- Board members each make a personally meaningful gift. This means that your support of CFNC should be one of your three largest philanthropic gifts of the year.



- Fulfill stewardship requests such as writing thank you letters, making calls to current donors.

*Governance and Oversight:*

- Approve and review the annual budget of the organization, as well as monthly financial statements
- Support recruitment of new board members
- Support the annual review of the Executive Director
- Support a culture and climate on the board that is reflective of CFNC's values.
- Support CFNC's Diversity, Equity and Inclusion goals and efforts

**Experience**

- 10 or more years of experience in the field of Marketing and Communication
- Direct experience developing and implementing marketing strategy
- Experience with developing brand strategy
- Demonstrated interest in nonprofit/social responsibility especially in early education and youth development

**About CFNC**

CFNC is an Alexandria based nonprofit, providing caring, high-quality, free early education and related services to 139 at-risk children and their families in their own neighborhoods in order to prepare them for success in school and life.

The Board of Directors works to support and advance CFNC's efforts by providing good governance, strategic guidance, and general support. The Board of Directors is committed to CFNC's mission, racial equity vision and 2021 vision. The CFNC Team led by the Executive Director, will be responsible and will carry out the daily operations and work of the organization.

**Qualified candidates please send your resume and email introducing yourself to [hr@cfnc-online.org](mailto:hr@cfnc-online.org).** Please include 1-3 sentences about why you want to be involved and the ways you feel you can contribute to CFNC's mission.

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