

Marketing. The Director of Brand & Marketing has responsibility and ownership of the design and branding of all CCP events and activities. The Marketing Director's responsibilities include:

- Strategy. Create and document the marketing strategy for all brands, marketing, advertising collateral (graphic design); Print, Digital (website, social media, email marketing/newsletter), and events.
- Strategy. Create the Marketing annual budget and provide it to Board Treasurer to include in Board Budget.
- Strategy. Build a Brand and Marketing Project plan within Monday.com, review it with the Vice-Chair, and share it with Board.
- Strategy. Assign imagery to every Capital City Pride activity and event no later than October 30th of each year. Board review and approval are required. This imagery will be used in communications and promotions for the remainder of the fiscal year.
- Strategy. Create and document the Print and Digital strategy, including the development of all marketing imagery, signage, templates, and guidelines.
- Educate. Facilitate a Brand and Marketing Board review session to educate and provide insight into Capital City Pride marketing, imagery, branding, and templates.
- Marketing Operations. Establish and publish a brand and marketing fiscal year calendar highlighting all marketing deadlines and events requiring marketing support.
- Marketing Operations. Set direction and own brand framework design system
- Marketing Operations Set direction and own workflow for brand deliverables.
- Marketing Operations. Create and manage Marketing & Brand Design budget
- Images and Photography. Create an image repository categorized by themes, activities, and events (including signage).
- Collaborate. Work with Communications and IT to ensure consistent and approved brand and event imagery.
- Collaborate. Review and provide Communications and IT with all imagery, photography, and templates needed for communications, website, and social platforms.
- Manage. All creative marketing and design vendor relationships.
- Manage. Marketing subcommittee roles, responsibilities, and recruitment.
- Manage. Capital City Pride guidelines ensuring all Board members are utilizing
- Document. Create new documentation or ensure all existing documentation is current, which details all Marketing policies, processes, and responsibilities.