



Volunteer Opportunities

Communications/Marketing Team – Volunteer Job Description

Our Team: The Friends of the Kinderhook Memorial Library is a membership organization dedicated to supporting the Library staff and Board of Trustees in providing programming and resources to Library patrons, community members and visitors. Communication, outreach and public engagement are critical to raising awareness of who the Friends are, what we do and how to join us.

Who are we looking for: The Friends are seeking 3-5 volunteers to establish our Communications Team to identify ways to raise public awareness about the Friends and our activities.

Prior experience working in not-for-profit marketing/communication, writing press releases, website management, social media posting, and analyzing communication metrics is desired.

Availability/Commitment: Volunteers should anticipate volunteering 3-5 hours per month. Meetings may be in person or via Zoom.

Activities: Activities may include:

- Researching other Friends groups' communication and marketing strategies
- Developing a communication and marketing strategy
- Working with media to promote the Friends and activities
- Managing Friends' web site
- Posting to Friends' social media (Facebook and Instagram pages)
- Broadening use of Friends' branding
- Identifying ways to measure, analyze and report metrics associated with outreach and marketing
- Working in collaboration with other Friends' teams/team members/Executive Council members as well as library staff and Board Trustees

Interested in volunteering – email us at friends@kinderhooklibrary.org and let us know more about your experience. Please put **Communications Team** in the Subject line of your email.

Looking forward to hearing from you!