



## **Marketing & Fundraising Advisory Volunteer Committee Member “JOB” Description**

The Squaw Valley Ski Museum Foundation Marketing & Fundraising Advisory Committee exists to help the SVSMF Olympic ski museum project raise awareness of the project and funds, tap into existing community resources, and leverage members’ networks and relationships to progress the SVSMF project with the ultimate goal of opening the new museum by 2020. For more information about the museum project, visit [OlympicSkiMuseum.com](http://OlympicSkiMuseum.com).

The Marketing & Fundraising Advisory Committee is comprised of professionals with a background in marketing, communications, special events, sponsorship, and nonprofit development and meets on a bimonthly basis. Members serve for an one-year term and can be reappointed. Members are selected by the SVSMF Executive Director and Board of Director representatives on the committee.

The advisory committee has a chair who is a member of the SVSMF Board of Directors. Monthly meetings are held in/around North Lake Tahoe and typically run no longer than two hours. Members are responsible for their own transportation to meetings.

The advisory committee meets as a body and, on occasion, forms subcommittees to explore issues in greater detail for consideration by the full advisory board. Recommendations are forwarded to the SVSMF board of directors for consideration and approval.

### **Qualifications:**

Advisory board members should:

Be residents of North Lake Tahoe/Reno area and have familiarity with the area's tourism, development, nonprofit, Olympic legacy, snow sport and/or other related industry needs. Prospects from outside the immediate region who represent critical areas of expertise or prospective geographic markets will also be considered if they are able to attend 2/3 of the meetings on an annual basis.

A passion and professional background in marketing and communications, digital content, partnerships, sponsorships, and/or fundraising.

Be familiar with various aspects of fundraising with an interest in nonprofit capacity building.

Be able to participate effectively in a collaborative group process and publically champion the SVSMF mission.

**Responsibilities:**

1. Extend marketing and communications expertise in support of the SVSMF mission and priorities;
2. Network with various local and national resources and contacts to help advance the SVSMF mission;
3. Volunteer time and resources to support SVSMF Marketing Plan and contribute to the on-going review and development of organization's strategic marketing plans;
4. Regularly attend Marketing Advisory Committee meetings (more than two (2) absences during the year may result in termination from the advisory board);
5. Take time to become familiar with SVSMF mission and plans; be familiar with agendas and other meeting materials, in advance of meetings;
6. Follow advisory committee policies and procedures;
7. Allow SVSMF to publish your name as a member of the advisory committee.

**Contact:**

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