

Position Description: Digital Operations

Organization: Windham Youth Cheerleading (WYC)

Position: Digital Operations, Board of Directors

Location: Windham, ME

Type: Volunteer, Officer, Board Position

Position Summary:

The Director of Digital Operations is integral in enhancing the visibility and engagement of the Windham Youth Cheerleading Organization. (WYC). This Board-level role involves managing and updating the organization's website, social media platforms (Facebook, Instagram, etc), and communicating with members through email updates. The ideal candidate will possess strong computer and web design skills, marketing skills, creativity, and a passion for promoting youth sports.

Key Responsibilities:

- **Website Management:**
 - Regularly update and maintain the WYC website to ensure accurate and current information.
 - Oversee website content creation, including news updates, event announcements, and program details.
 - Monitor website performance and troubleshoot any issues that arise.
- **Social Media Management:**
 - Develop and execute a social media strategy to increase engagement and reach.
 - Create and schedule engaging content, including posts, stories, and videos.
 - Monitor and respond to social media interactions, fostering a positive online community.
- **Email Communications:**
 - Draft, design, and distribute email newsletters and updates to members, parents, and supporters in collaboration with other board members.
 - Create reminder emails for upcoming events, registration deadlines, and important announcements.
 - Track email campaign performance and analyze metrics to improve engagement.
- **Marketing Materials:**
 - Assist with design and production of promotional materials, such as flyers, banners, and brochures, for events and programs.
 - Collaborate with the Fundraising Coordinator and other Board members to align marketing efforts with organizational goals.

- o Ensure recognition of sponsors onsite and on social media.
- **Brand Management:**
 - o Ensure consistent use of WYC's branding and messaging across all platforms and materials.
 - o Update and enforce brand guidelines to maintain a cohesive and professional image.
- **Collaboration and Reporting:**
 - o Work closely with the Board of Directors and relevant committees to align marketing strategies with the organization's objectives.
 - o Provide regular updates and reports on marketing activities, performance, and social media metrics to the Board.
- **Community Engagement:**
 - o Promote WYC events and programs through targeted marketing campaigns.
 - o Engage with local media and community partners to increase the organization's visibility and support.
- **Events**
 - o Assist in notifying stakeholders and community members about events.
 - o Support as a volunteer at events, from preparation to completion.
- **Board Responsibilities**
 - o Develop and revise Standard Operating Procedures for WYC operations.
 - o Attend all board meetings
 - o Engage in board meetings actively
 - o Serve on at least one committee
 - o Support board decisions even when they voted against them

Qualifications/Helpful Skills:

- Experience in marketing, web design, social media management, and content creation.
- Strong knowledge of website management tools and social media platforms.
- Excellent communication, writing, and design skills.
- Ability to analyze marketing metrics and adjust strategies accordingly.
- Ability to manage multiple tasks and work collaboratively with Board members and staff.

- Passion for youth sports and dedication to the mission of WYC, positive attitude, and strong work ethic
- Previous experience on a nonprofit board or in a similar role is a plus.

Time Commitment:

- Approximately 3-4 hours per month during off season (July through March), including attendance at Board meetings, events, and other organizational activities.
- Estimated 6 (six) hours per month during the season, June-November.
- Term of 1 (one) to 4 (four) years.