

Bemidji Pride Board of Directors

Marketing Director Position Description:

Collaborating closely with the Chair and board, the Marketing Director:

1. Manages Bemidji Pride's communications, branding, and community outreach efforts.
2. Creates and schedules promotional content across social media platforms, website, and newsletters.
3. Designs or oversees creation of graphics, event materials, and marketing assets.
4. Ensures consistent messaging and visibility for Pride events, programs, and initiatives.
5. Coordinates with committee leads and volunteers to support needs for events and outreach.
6. Performs other duties as assigned by Chair.

The Marketing Director leads all public-facing communication for Bemidji Pride and plays a critical role in shaping community engagement, attendance, sponsorship visibility, and overall organizational identity. As one of the most time-intensive and creatively demanding positions, the Marketing Director ensures that every message, graphic, post, event promotion, and brand element reflects the mission and values of Bemidji Pride.

This position requires a high degree of organization, communication skill, creativity, and ability to work across multiple committees simultaneously.

Additional and more broad responsibilities include the following:

- Oversees all messaging across platforms, including social media (Facebook, Instagram), the Bemidji Pride website, newsletters, event pages, and printed communications. This includes writing and editing captions, announcements, acknowledgments, accessibility-focused descriptions, community statements, and post-event updates.
- Ensurance of timely posting schedules, consistent tone, and responsive communication with community members.

- Creation and execution of all marketing materials, including event posters, graphics, sponsorship packets, promotional campaigns, volunteer calls, and branded merch assets.
- Maintenance of brand consistency, visual coherency, and accessibility standards across all designs.
- Develop and execution of marketing timelines to ensure adequate outreach for all Bemidji Pride events — including the annual Pride festival, Queeraoke, fundraising events, and community partnerships. This includes multi-week campaigns, countdown posts, paid or boosted posts (if applicable), and coordination with other committee leads to spotlight activities, performers, vendors, and partners.
- Ensurance that the Bemidji Pride website remains accurate and up-to-date with event information, board applications, position descriptions, sponsorship opportunities, vendor forms, and community resources. This includes the updating of pages, additions of graphics, maintenance of brand layout and clear and accessible site navigation.
- Closely collaborates with the Fundraising Director to design sponsorship packets, highlight sponsor levels, promote donor appreciation, and ensure sponsor logos are represented correctly online and in print.
- Assistance with communications that accompany sponsorship outreach, acknowledgements, and follow-up materials to fulfill sponsor visibility agreements.
- Direct communication and engagement with committee leads (entertainment, vendors, fundraising, logistics, and others) to ensure each team has all marketing materials, graphics, forms, and communications they need. Provides guidance and support to volunteers assisting with promotional work, ensuring accuracy, alignment, and consistent messaging.
- By representing Bemidji Pride publicly through posts, branding, and messaging, the Marketing Director helps maintain strong relationships with community partners, performers, small businesses, vendors, local organizations, and media outlets.
- This role may also take point on crafting sensitive or urgent messaging related to community updates, accessibility notices, weather adjustments for events,

changes to programming, or safety announcements — ensuring clarity and care.

The typical time commitment of the Co-Chair includes: Attendance at one board of directors meeting per month, approximately two hours. Other related work is estimated to take 2-3 additional hours per month. In the 2-3 months leading up to the annual Bemidji Pride event, all board of directors members, sub-committee leads, and major contributors should anticipate a gradual ramping up of time commitment (at and outside of meetings). In the weeks leading up to the main event, meetings occur weekly.

The Marketing Director is one of the most time-intensive positions on the Board of Directors. Typical expectations include: Attendance at one board of directors meeting per month, approximately two hours. Other related work is estimated to take 15-25 additional hours per month. In the 2-3 months leading up to the annual Bemidji Pride event, all board of directors members, sub-committee leads, and major contributors should anticipate a gradual ramping up of time commitment (at and outside of meetings). In the weeks leading up to the main event, meetings occur weekly. The Marketing Director should anticipate high-volume work before major events, multiple concurrent deadlines, and broad collaboration with all committees.

The Marketing Director ensures that Bemidji Pride remains visible, engaged, accessible, and connected to the community. This position supports every committee, manages the organization's public presence, and plays a crucial part in the success of Pride events and year-round programming. Because of its broad responsibilities and continuous workflow, this is one of the most essential and time-intensive roles on the Board of Directors.