CHILDREN'S ONCOLOGY CAMPING ASSOCIATION

Social Media & Marketing Committee Chair – Job Description

Position Title: Social Media & Marketing Committee Chair
Position Type: Volunteer Board Member
Reports to: Board President / Executive Director
Term: 2 years, as outlined by the organization's bylaws

Committee Purpose

The Social Media & Marketing Committee is responsible for developing, implementing, and overseeing effective marketing and communication strategies across COCA's digital platforms to enhance the organization's visibility, engagement, and overall brand presence.

The committee will focus on promoting COCA's mission, values, brand, programs, resources, and initiatives through innovative and impactful social media campaigns, content creation, storytelling, digital marketing, and member engagement.

Working collaboratively with the Board of Directors, Executive Director, staff, committees, and COCA's member organizations, the committee will help ensure that COCA maintains a consistent, professional, engaging, and mission-aligned presence across its digital communications.

Position Overview

The Social Media & Marketing Committee Chair provides leadership and strategic direction for COCA's social media, marketing, and digital communications efforts.

The Chair leads the committee in developing and executing an annual marketing and communications strategy that increases awareness of COCA, strengthens engagement with member camps and organizations, promotes COCA programs and initiatives, and communicates the collective impact of oncology camping.

The Chair serves as a key connector between COCA leadership and member organizations, encouraging members to contribute content, share COCA communications, and participate in association-wide marketing and social media initiatives.

Key Responsibilities

Leadership & Oversight

- Provide strategic leadership for COCA's social media, marketing, communications, and brand presence across LinkedIn, Facebook, and Instagram.
- Develop and oversee an annual marketing and social media strategy that promotes COCA's mission, programs, initiatives, member camps, and impact.
- Ensure consistent, professional, engaging, and mission-aligned messaging and branding across digital platforms.

Board and Stakeholder Engagement

- Collaborate with the Board President, Executive Director, Board members, committees, and COCA's member organizations to support organizational marketing and communication goals.
- Encourage member camps to contribute stories, photos, videos, achievements, and other content that showcases the collective impact of oncology camping.
- Serve as an ambassador for COCA and help strengthen relationships with members and external stakeholders through effective communication and storytelling.

Reporting & Communication

- Report on committee progress and challenges to the board
- Provide regular updates to the Board and Executive Director regarding marketing initiatives, social media activity, campaigns, and member engagement.
- Monitor key measures such as reach, engagement, audience growth, member participation, and campaign performance.
- Communicate recommendations and opportunities to improve COCA's visibility, engagement, and overall brand presence.

Committee Management

- Recruit, engage, and provide direction to Social Media & Marketing Committee members and volunteers.
- Ensure the committee's work aligns with the organization's strategic plan and goals.
- Establish an annual committee work plan and content/campaign calendar, delegating responsibilities as appropriate.

- Lead regular committee meetings and foster collaboration and participation across COCA's membership.

Strong leadership and organizational skills:

- Ability to guide, motivate and inspire committee members, manage teams, facilitate discussions, present complex information clearly and effectively,
- Ability to remain fair and objective during meetings and the decision-making process, and drive consensus among diverse stakeholders
- Ability to manage schedules, documents, and overall operations of the committee
- Understanding of and passion for the mission of the organization and an understanding of how the committee's work contributes to enhancing COCA's goals
- Embodies the values of compassion, integrity, and dedication and is a respected leader in their camp and/or COCA affiliated community
- Experience as a current or former board member having been actively involved in board committees providing thoughtful recommendations, active listening and displaying effective skills working with others

General Qualifications

Education:

- A minimum of bachelor's degree in a relevant field such as recreation/camp management, public health, healthcare administration, nursing, child life, social work, psychology, medicine or a related discipline.

Preferred Committee Chair Qualifications

- Demonstrated interest in COCA's mission and the field of oncology camping, with experience or interest in marketing, communications, social media, branding, or public relations.
- Strong communication, storytelling, organizational, and collaborative skills, with familiarity with LinkedIn, Facebook, and Instagram.
- Good judgment regarding brand representation, privacy, confidentiality, permissions, and communications involving children and families.

Time & Financial Commitment

- Commit approximately 2–4 hours per month, with additional time as needed for major campaigns, events, conferences, or special initiatives
- Should serve on at least one committee
- Make an annual financial contribution to COCA at a self-determined level

Support Provided

- Partnership with Executive Director, Program Manager and President
- Previous Social Media & Marketing Chair
- Training and guidance as needed