



## Higher Education Financial Wellness Alliance Volunteer Opening

### Director of Marketing and Communications

**Position reports to:** Executive Director of HEFWA

**Summary:** This volunteer position is responsible for creation and implementation of marketing plans for all aspects of the Higher Education Financial Wellness Alliance. The Director of Marketing and Communications will work closely with the Director of Digital Media to ensure that HEFWA events and offerings are publicized widely throughout social media, print marketing, any third party apps, the HEFWA website, and more. As a Director, this position will serve as part of the HEFWA Directorate and will therefore provide oversight to other areas of the organization.

#### Essential Duties:

- Work with core communications team (including Chair of Social Media and Chair of E-Communications) to implement marketing strategies for HEFWA events and offerings.
- Collaborate with HEFWA Directorate to ensure marketing and communications needs are met for each area.
- Oversee all social media and e-communications (as a final approver of materials)
- Collaborate with Director of HEFWA Summit on marketing and communications for signature event (annual Summit).
- Work jointly with Executive Director of HEFWA on planned and unplanned communications (as necessary).

#### Required skills:

- Excellent ability to organize
- Experience with social media and marketing/communications
- Effective in cross-departmental communication
- Familiarity with CRM or other marketing tools (for example, Salesforce or MailChimp)

**Estimated time commitment/week:** 5 hours

**Position duration:** Two years,, with the opportunity for yearly renewal

#### Benefits:

- Work with a positive and collaborative team.
- Experience on an executive board of a national organization.
- Network with industry experts, policy developers, and faculty researchers.



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- Free Summit attendance or equivalent discount for institutional membership to HEFWA.

**About the Alliance:** The Higher Education Financial Wellness Alliance is a network of professionals dedicated to bringing together post-secondary organizations to inform national conversations that impact the financial wellness field, public policy and educational support services. The Alliance aims to be the premier forum for conversations related to financial wellness in higher education. Through programming, policy, and research the alliance will scale impactful solutions and further the national discussion to assist campuses in developing financial wellness for students to support responsible college financing, remove barriers to degree completion, and provide lifelong skills for economic prosperity.

To apply: [Click here](#)

Questions: [info@hefwa.org](mailto:info@hefwa.org); (812) 855-9111



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