

Help Raise Awareness for English At Large in Your Community – Join the EAL Marketing Committee!

Overview:

English At Large (EAL) is a nonprofit that provides individual and small group instruction through a volunteer network to adult immigrants and other newcomers who want to acquire English language skills as they adapt to life in the United States. Our vision is that newcomers to the United States will develop the English language skills and acquire the cultural knowledge they need to fully engage in their communities and fulfill their life goals.

EAL has a full-time staff of three, hosts one AmeriCorps member, and depends on the efforts of more than 200 volunteers who carry out our mission in services to more than 500 learners each year. Through our One-to-One Tutoring Program, Conversation Groups, Career Access Lab and Beginner English classes, EAL helps newcomers acquire the skills, confidence and community connections they need to reach their full potential.

We are now recruiting volunteers to work with EAL board members and staff as part of our Marketing Committee! This committee works to develop and sustain activities and materials that promote the organization, our volunteers and our learners; highlight EAL's impact on the 21 communities in our service area; and emphasizes the importance of each donor dollar.

Functions of the Marketing Committee:

- Develop a marketing strategy for engagement across constituencies, with a focus on current and prospective sponsors, donors and partners
- Evaluate and improve current systems
- Create materials for use across all media platforms
- Craft messaging that promotes and inspires engagement
- Identify opportunities to capture learner stories
- Participate in the EAL History Project

Successful Members of the Marketing Committee:

- Have a passion and understanding of the mission of English At Large
- Are experienced in or have knowledge or interest in content marketing
- Possess excellent communication and interpersonal skills
- Are creative and resourceful
- Enjoy working collaboratively in a group

Commitment:

- Attend and participate in monthly hour-long meetings, scheduled in advance from September to June
- Contribute your energy and expertise to projects that support marketing goals

Benefits:

- You will be making a difference for immigrants and refugees in your community.
- You will enjoy working in a highly collaborative and supportive team environment
- You will learn about nonprofit organizational management, fundraising and marketing strategies
- You will have the opportunity to inspire the commitment of others

Contact:

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