



## **Daring Girls Seeks Board Member with Expertise in Digital Marketing**

Daring Girls envisions a world where every girl has the skills, confidence, and savvy to design her own future and dare to become who she wants to be. We achieve this by partnering with locally led organizations in Eastern Africa, supporting life-skills based mentorship programming to ensure that girls have the knowledge, tools, mentorship, and support to confidently design their own futures.

### **Digital Marketing Expertise**

Support the Executive Director to craft and execute a digital marketing strategy. This includes:

- Advising on online advertising campaigns (e.g., paid search, social media, Google AdWords, audience targeting, ad copy), trends, tools, and technologies.
- Advising on content marketing strategies that will help increase website traffic, email list growth, and donation conversions.
- Developing a dashboard to monitor and analyze campaign performance metrics (e.g., click-through & conversion rates) and recommend improvements.
- Provide best practices for audience targeting, copy, creative design and evaluation.

### **Board Member Responsibilities**

Board members are elected to staggered 3-year terms, renewable, which can be renewed once before a mandatory one-year break.

#### *Governance Commitment*

- Understand Daring Girls' programs, finances and operations.
- Honor and follow Board and organizational policies and procedures, such as confidentiality agreements and conflict of interest disclosures.
- Attend 75% of Board meetings. (Fridays, 7:30-9:30am quarterly)
- Participate in 1 (or more) committee(s) or lead a significant project.
- Promote Daring Girls' mission and programs within your networks.

#### *Financial Commitment*

- Make a personally significant contribution, placing Daring Girls among the top three nonprofits you support.
- Sell at least 4 tickets to the annual Daring Gala (Denver, CO) and secure or donate at least one item for the silent auction.

### **Application/Expression of Interest**

To express your interest, please email [joinus@daringgirls.org](mailto:joinus@daringgirls.org) and include a copy of your resume, CV, or a link to your LinkedIn Profile.