



Marketing Chair Role Description

Overview

The Marketing Chair leads efforts to promote Healing Touch Worldwide Foundation's mission and vision, serving as the key connection between HTWF, the Healing Touch community, complementary organizations, and the public. This role provides leadership to the Marketing committee, ensures consistent communications, and helps inspire volunteers to bring creative ideas to life.

Duties

- Lead the Marketing Committee in developing and implementing strategies to raise awareness of Healing Touch
- Serve as HTWF's primary liaison with the Healing Touch community, HT Associates, and the public
- Oversee newsletters, social media, and fundraising initiatives; develop, market, and publicize HTWF-sponsored events
- Manage website updates and ensure the timely posting of Board-approved grant and scholarship information
- Collaborate with other committee chairs and board members to maintain clear, consistent messaging

Responsibilities

- Maintain continuity of information about HTWF activities and opportunities across channels.
- Develop and maintain relationships with all HT organizations
- Develop, market and publicize HTWF sponsored events

Qualifications

- Basic computer skills
- Strong organizational skills and professional communication abilities
- Creativity in developing marketing strategies and campaigns
- Public relations or publicity experience (preferred but not required)
- Energetic, positive, and collaborative leadership style
- Enthusiasm for building bridges and fostering lasting relationships
- Time commitment: 5–10 hours per month