

POSITION DESCRIPTION

MARKETING ASSISTANT VOLUNTEER – *REVEL26*

The AGB Marketing and Development team is seeking a creative, energetic, and detail-oriented Marketing Assistant Volunteer to support the promotion and execution of ***REVEL26***, our major annual fundraising event.

This role offers an excellent opportunity to gain hands-on experience in non-profit arts marketing, event promotion, and digital content creation. The successful candidate will work closely with the AGB's marketing department to build community engagement, manage the *REVEL26* social media account, and drive ticket sales.

Time Commitment

- **Term:** June to December 2026.
- **Hours:** 3–6 hours per week (flexible scheduling).
- **Work Setup:** Hybrid structure consisting of 1–3 hours on-site and 1–3 hours remote per week.
- **Key Dates:**
 - Attend occasional *REVEL26* committee meetings on **Tuesdays from 10:00 AM – 11:00 AM** (1–2 times per month maximum).
 - Attend and assist on-site during the ***REVEL26* event on Friday, November 6, 2026.**

Duties

Digital Content & Social Media Management

- Curate, design, and manage content specifically for the *REVEL26* Instagram page, aiming for **3–5 high-quality posts/reels per week**.
- Track, analyze, and report on content performance and social media analytics to optimize reach.

Event Promotion

- Partner with AGB Marketing and the AGB Shop to launch and manage a collaborative *REVEL26* giveaway campaign.
- Participate in the *REVEL26* street team to distribute posters to local businesses and support community outreach.

- Actively push ticket sales and share event information across community networks, local Facebook groups, and digital forums.

Event Night Logistics & Asset Creation

- Work alongside the AGB Marketing team to develop a comprehensive event-night shot list.
- Collaborate directly with on-site photographers and videographers during the November 6th event to ensure key moments are captured.
- Share stories on the *REVEL* Instagram throughout event night, working with Marketing to tag sponsor accounts.

Skills:

- Strong written communication skills with an eye for compelling storytelling and visual design.
- Proficiency with Instagram, content creation tools (e.g., Canva), and a solid understanding of social media analytics.
- Excellent interpersonal skills; comfortable reaching out to local businesses and community groups.

What We Offer:

- **Mentorship:** Opportunity for a weekly 30-minute check-in and professional mentorship session with the Manager of Development and Communications and/or the Marketing Coordinator.
- **Portfolio Building:** Direct, measurable experience launching a multi-channel marketing campaign for a prominent cultural institution.

**Daily Parking Pass available during your scheduled volunteer shift.*

***Must be 19+ to attend REVEL26*