

2023 IYNA Marketing Strategist Contract

March XXth, 2023

Individual for Hire: TO BE DETERMINED

Current Executive Director: Khayla Black, kblack@youthneuro.org

Hello,

Thank you so much for committing to be the Marketing Strategist for the International Youth Neuroscience Association. The International Youth Neuroscience Association (IYNA) is a 501(c)3 registered nonprofit dedicated to providing opportunities for and inspiring the next generation of neuroscientists. Within the IYNA, the Marketing Strategist position entails maintaining and developing the social media presence of the IYNA and implementing marketing strategies to support the endeavors of the IYNA (e.g. advertising and marketing volunteer recruitment campaigns). This includes taking point on our current social medias (Twitter, Instagram and LinkedIn) as well as developing our presence on new social medias as they become relevant (e.g. TikTok and Youtube).

Trial Period: Please note that the duration of this contract is applicable only subsequent to a one-month trial period in which you will be expected to follow through with the responsibilities, terms, and conditions outlined in this contract for 30 days. If you succeed in maintaining the position for the month-long period, you will be extended to the year-long position.

Skills gained: After serving in this position for one year, you will have led marketing campaigns for our Youth Neuroscience summer program, Brain Bee Bootcamps, and Annual Ideathon on Twitter, Instagram, Tik Tok, and LinkedIn. You will have increased our following on each platform by over 1,000 followers and will have doubled our engagement metrics for each platform, ultimately contributing to a substantial increase in the number of attendees in each of our initiatives.

Responsibilities:

- Spearheading IYNA's marketing and branding strategy for all initiatives and events
- Increasing our following on each platform by a minimum of 1,000 followers and doubling our engagement metrics for each platform (instagram, twitter, TikTok, and LinkedIn)
- Upscaling social media marketing campaigns for initiatives
- Collaborating with fellow volunteers to make decisions in allocating level of marketing for specific initiatives and events



- Checking Discord at least once daily to communicate with fellow volunteers as this is our primary means of communication
- Regular interaction with members on social media platforms (Instagram, Twitter, TikTok)

Skills:

- Proficiency communicating in written and verbal English
- Proficiency with G-Suite, Microsoft Suite, Canva, Instagram, Twitter, YouTube, TikTok, LinkedIn, Reddit, Discord and Zoom
- Familiarity with Search Engine Optimization/Search Engine Marketing
- Professionalism, efficacy, and cordiality when communicating with IYNA volunteers/members
- Proactivity + Initiative: You are expected to spearhead your marketing strategies and find your own tasks to see through to the end of your event as you deem fit, on top of existing assigned work. You are also expected to seek out opportunities to grow and innovate IYNA's branding as the year progresses.
- Familiarity with social media trends, effective social media strategies, and with user interface design strategies

Hours: As a volunteer, you are expected to commit to this role for 3-4 hours a week over the course of 2023. Please note that this allocation is made with the understanding that you commit 3-4 productive, efficient hours to completing your tasks, and has been accurate in its estimation for past volunteers spearheading events and initiatives.

Time Off: Volunteers can take up to 3 non-consecutive weeks off over the span of the year. We ask that you provide us at least 2 week's notice before taking a week off. However, this is subject to leeway as you may encounter emergencies, sickness, or other unprecedented circumstances.

Consequences of Breaching Contract: Volunteers are expected to consistently commit to 3-4 hours a week of work for the duration of the year– except for weeks off which are to be provided at least two weeks in advance. Moreover, you are expected to follow through with the contents of this contract. If you are found to consistently fail to abide by these expectations, we maintain the right to terminate your position.

Non-Compete, Non-Disclosure, and Non-Solicitation: As a volunteer at IYNA, you recognize that our organization is unique in its initiatives, content, and evaluation materials that are property of the organization/partnerships as relevant. You agree not to use the IYNA materials acquired for disclosure outside of the organization, for personal benefit, or for a non-partner organization. We trust that you will respect our content and confidentiality adjacent to it.

Position Acceptance: If you understand and agree to the above terms and conditions, please sign and return this volunteer contract to svejandla@youthneuro.org within one-week. Accepting this volunteer offer means you will abide by the IYNA’s terms and conditions described. Once you have returned the offer, you will receive further correspondence and clarification on your role, including assigned tasks for the trial period and onboarding requirements (e.g. acquaintance with IYNA documents and conventions).

The executive director maintains the right to provide feedback to all employees in a professional manner. This is to be restricted to professional information that is constructive for the volunteers achieve their goals and expectations in the organization. If at any time the Marketing Strategist feels this is being violated, this may be reported to the Board Chair and will be handled accordingly. The Marketing Strategist has is expected to have all partnership ideas approved by the Executive Director prior to pursuing. The Executive Director must also be looped in on any agreements before they are finalized. The Executive Director maintain the right to override decisions if they feel that the activity in question does not fit with the IYNA’s mission and values. Once the initial training period is over (duration to be decided by the Marketing Strategist and Executive Director), the Marketing Strategist should have free reign over marketing strategies and social media management that reflect discussions with the Executive Director accordingly. The work done will be evaluated through meetings and metrics agreed upon by both parties to measure success.

This contract is valid until its end date. This means the Marketing Strategist, upon signing, is committed to completing this position through it’s end date and is only allowed to violate the terms of this contract upon emergency circumstances. This must still be reported to the Operations Head. This also means the Executive Director cannot terminate this position unless the Social Media Manager violates the terms of the contract.

By signing this contract, you are agreeing to work as the IYNA’s Marketing Strategist until DATE. You agree to abide by the rules stated above and to respect the weekly time commitment of 3-4 hours per week. You are committing yourself more broadly to work diligently towards the IYNA’s mission and will do your best to achieve that in your time at the organization.

_____ Signature of Social Media Manager for Hire	_____ Date
_____ Signature of Guardian if under 18	_____ Date
_____ Signature of Executive Director	_____ Date