

## Volunteer (Unpaid) Project Ambassador

**Project Title: Increasing Visibility of AFTA 2025**

**Position Title: AFTA Conference Marketing Associate or Intern**

Volunteer Project Time Frame: One to twelve months

Projected amount of weekly time commitment: 2-5 hours/week

### Introduction:

Join AFTA's Central Office team as a Volunteer Project Ambassador, where you can make a real difference by coordinating and implementing marketing efforts for AFTA 2025 Virtual Conference. As an ambassador, you'll play a crucial role in amplifying our mission, engaging our community, and driving positive change.

### Responsibilities

- Develop and execute a marketing plan to promote AFTA's conference, targeting relevant audiences such as family therapists, mental health professionals, academicians, and students.
- Create an engaging marketing campaign/concept that aligns with AFTA's mission and values.
- Collaborate with the conference planning committee and social media ambassador to ensure alignment of marketing strategies with conference goals and themes.
- Utilize google ADs with optimized SEO reflecting our target audience.
- Monitor and analyze the effectiveness of marketing campaigns, providing regular updates to the planning committee and adjusting strategies as needed.
- Engage with potential attendees and stakeholders through various communication channels to generate interest and encourage participation in the conference.

### Qualifications:

- Passion for AFTA's mission and values
- Current AFTA member
- Strong written and verbal communication skills
- Ability to work independently and collaboratively in a virtual team environment
- Prior experience in event marketing is a huge plus but not required

### Benefits

- **Professional Development:** This role provides a chance to develop and refine marketing skills, including strategy development, content creation, and campaign analysis.

- **Networking:** Working with AFTA offers the opportunity to connect with professionals in the field of family therapy, mental health, and academia, expanding your professional network.
- **Portfolio Enhancement:** Successfully marketing a conference can be a significant accomplishment to add to your resume or portfolio, showcasing your ability to plan and execute a comprehensive marketing strategy.
- **Leadership Experience:** This volunteer position allows you to take on a leadership role in a project, demonstrating your ability to manage and implement a marketing plan.
- **Contribution to a Cause:** By volunteering for AFTA, you are supporting the advancement of family therapy and contributing to the professional development of therapists and mental health professionals.
- **Learning Opportunity:** This experience can provide insights into the workings of a professional association and the field of family therapy, offering valuable lessons that can be applied in future roles.
- **Personal Fulfillment:** Volunteering for a cause you believe in can bring a sense of fulfillment and satisfaction, knowing that you are making a positive impact in the field of mental health.
- **AFTA Benefit:** Chat with a board member of your choice on any topic of shared interest
- Flexible volunteer hours and remote work
- As a non-profit organization, AFTA can provide confirmation of your volunteer hours.

Join us as a Volunteer Project Ambassador and be part of a movement dedicated to creating a better, more equitable future for all. Together, we can inspire change, one post at a time.

**Application Process:**

Send a short paragraph of your interest to [afta@afta.org](mailto:afta@afta.org) as soon as possible