

8.16: What Do Marketers Do?

Relatively few recent marketing graduates think about entering the nonprofit arena. Some of the key positions in nonprofits include marketing director, event coordinator, director of development, communications specialist, and volunteer coordinator.

There are many nonprofit organizations operating in the United States that strive to serve multicultural groups and sociodemographic communities. Some have purposeful objectives like equitable rights and inclusivity. Some national examples include Advancement Project, American Civil Liberties Union (ACLU), Asian Americans Advancing Justice (AAJC), Equal Justice Initiative (EJI), Human Rights Campaign Foundation, League of United Latin American Citizens (LULAC), National Association for the Advancement of Colored People (NAACP), National Immigration Law Center, National Organization on Disability, National Urban League, Prospanica, The Asian American Foundation (TAAF), The PhD Project, and The Trevor Project.

Contact a local nonprofit organization and interview an employee filling one of the above-mentioned roles. Questions may include:

- What drew you to this organization?
- What is its mission?
- What groups or communities does it serve?
- Does the position require specific training?
- How many volunteers do you have, and what are their responsibilities and time commitments?

Finally, consider whether volunteering for this organization may fulfill you, add to your résumé, and/or bring you in contact with future employees, colleagues, and friends.

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