Capital District Women's Employment & Resource Center (WERC)

VOLUNTEER OPPORTUNITIES

The objectives of the Board of Directors and our generous volunteers, in support of WERC's staff, drive the mission of the Capital District Women's Employment & Resource Center (WERC). Each of us helps a woman enter, re-enter, or more meaningfully engage in the workforce. To continue this amazing work, we need as many volunteers as are willing and able to participate. Each WERC committee typically meets monthly and meetings are held virtually via Zoom.

We would love to hear from you. E-mail us to schedule a call to discuss opportunities, to gather more detailed information about the general responsibilities of committee members and decide if WERC is the right organization for your volunteering energy.

Please contact: Pat Blais at pblais2009@hotmail.com, WERC's Volunteer Coordinator or
Beth Miller Guthier, WERC's Executive Director, at bmiller@cdwerc.org or (518) 225-3131.

MARKETING

Committee Chairs: Terry Nawrot and Joshua Slyman *(Meets Monthly on the 2nd Wednesday 12:00pm to 1:00pm)*

Committee Purpose: To promote and support the mission of WERC through public relations and marketing efforts by using a wide array of media.

Marketing Committee Volunteer – Social Media & Digital Analytics

The Capital District Women's Employment & Resource Center (WERC) is seeking a detail-oriented volunteer to join our Marketing Committee and help strengthen our online presence.

Responsibilities include:

- Monitoring WERC's social media performance
- Accessing our Google analytics/tracking dashboard to collect and analyze website data
- Tracking monthly engagement and audience growth, and preparing a brief report for the Board of Directors highlighting results, trends, and opportunities for improvement.

The ideal volunteer enjoys working with data, is comfortable navigating social media and digital analytics tools, and wants to use their skills to support a nonprofit organization.

The Marketing Committee meets once a month on the second Wednesday, with additional time needed to gather and prepare monthly results. Help WERC expand its reach and connect more individuals with valuable employment resources and services!