

igKnighthion Robotics – Marketing Team Member

Reports To: Marketing Mentor(s), Lead Mentor(s), and Team Captain(s)

Role Overview

A marketing team member promotes and communicates the team's mission and vision, engages the community through outreach, media, and branding. This role helps the team build recognition, secure sponsors, and share its story with the public, ensuring sustainability and growth of the robotics program.

Key Responsibilities

- Follow all team safety procedures and be on time for practices and meetings.
 - Develop and maintain the team's brand identity (logos, colors, messaging).
 - Reach out to sponsors or potential sponsors to secure funding for the season's activities and program growth.
 - Create promotional materials such as posters, brochures, social media content, videos and other content.
 - Manage the team's online presence (website, social media platforms).
 - Communicate with sponsors by drafting thank-you letters, recognition materials, and event updates.
 - Document team activities with photos, videos, and written updates.
 - Support award submissions (Ex. Impact Award, Entrepreneurship Award, etc).
 - Plan outreach events and help recruit new team members.
 - Collaborate with all sub-teams to showcase their work.
 - Keep workspaces organized for optimal work efficiency.
 - Assist other sub teams as needed.
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Skills & Qualifications

- Creativity and interest in marketing, graphic design, photography, or communications.
 - Strong written and verbal communication skills.
 - Willingness to learn, actively listen to instructions and feedback from leadership, and maintain a good attitude.
 - Familiarity with design tools (Canva, Photoshop, etc.) or willingness to learn.
 - Organization and time management skills.
 - Teamwork and collaboration across technical and non-technical sub-teams.
 - No prior experience required training provided.
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Time Commitment

- **Preseason (Fall-Dec.):** 2–4 hrs/week (branding, outreach, training). Additional if needed.
 - **Build Season (Jan–April):** approx. 13 hrs/week (media updates, sponsor communication, awards). Additional hours if needed.
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Benefits

- Gain real-world marketing, design, and communication experience.
- Build a professional portfolio for college and career readiness.
- Strengthen leadership and teamwork skills.
- Help ensure the team's growth, recognition, and long-term success.
- Be the voice and image of a high-energy FRC robotics team.