



# Volunteering with WomenVenture

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## BRAND CONSULTANT VOLUNTEER

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WomenVenture is committed to enhancing the experience of our clients as they navigate our programs, access capital, receive training, and engage in business consulting. We have developed a client experience strategy that centers around the brand experience.

WomenVenture is prioritizing a brand refresh to modernize and ensure our positioning, messaging, and visual identity align with our mission and resonate with our community.

We are seeking a skilled Brand Consultant Volunteer or a team of volunteers to work closely with our Leadership Team and Communications & Marketing Team to analyze our brand, research industry benchmarks, and develop a refreshed brand strategy to present to our Leadership Team including Board of Directors. This may be an ideal project for a Brand team at a corporation, marketing and communications agency, or independent consultant.

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### Project Activities:

Conduct a comprehensive **brand analysis** to assess strengths, opportunities, and areas for improvement.

- Research partner organizations and competitors to identify best practices and differentiators.
- Capture employee, client, and volunteer insights to inform a brand strategy.
- Develop a **brand positioning and messaging strategy** that aligns with WomenVenture's mission and vision.
- Provide strategic recommendations for brand consistency across marketing materials, programs, and communications.
- (Optional) Contribute to creative development, including marketing campaign ideas and visual branding recommendations.



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## BRAND CONSULTANT VOLUNTEER, CONT.

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### Project Timeline:

The estimated start date for this volunteer opportunity is July 2025.

### Time Commitment

The estimated commitment is 3 to 6 months with an estimated hourly commitment of four hours per month.

### Preferred Skills and Experience:

Experience in brand management, marketing, or strategic communications.

- Strong market research and competitive analysis skills.
- Ability to develop strategic positioning and key messaging frameworks.
- Strong communication and collaboration skills.
- Experience in creative development, including branding, marketing campaigns, and visual assets (preferred).
- Prior experience working with a nonprofit on branding initiatives is a plus but not required.

### What you Gain:

- Hone your brand management skills.
- The ability to add this activity as an achievement on your resume.
- Use your skills to help WomenVenture increase its image and brand in our community.
- Recognition of your contributions at WomenVenture events and in our annual impact report

Contact us at [volunteer@womenventure.org](mailto:volunteer@womenventure.org) for more information.

For more information, visit [WomenVenture.org](https://www.womenventure.org).

165 Western Ave N, Suite 8, Office #100, St. Paul, MN 55102

(612) 224-9540

