



**Business Volunteers Unlimited
is pleased to announce a Fellow Opportunity with
*Benjamin Rose Institute on Aging***

Benjamin Rose Institute on Aging is looking for a Strategic Market Development Consultant to help us define a sustainable model for continued growth for WeCare...Because You Do, our family caregiver support program. We hope this person is a motivated marketing strategist who can help take this service, which we have successfully launched, to the next level.

Benjamin Rose Institute on Aging is an over 110-year old Cleveland-based nonprofit organization whose mission is to support caregivers and empower all people to age well through research, consumer-responsive services and client advocacy. We support aging in place through our home-delivered meals programs, senior centers, financial and housing services, behavioral health programs, and family caregiver support services. Most of our work focuses on vulnerable older adults and their caregivers in Cuyahoga County. Our family caregiver program is delivered virtually and thus is accessible throughout the U.S.

To learn more about *Benjamin Rose Institute on Aging*, please visit <https://www.benrose.org/>

Fellow role will include:

- **Working closely with the Director of Strategic Partnerships to re-imagine and design a new B2B package.** WeCare currently offers a 3-month subscription package for any social service organization or business that wishes to collaborate with us to provide services for clients and/or employees. We believe that we can be more effective in the marketplace if we can offer a more robust package – but we need strategic guidance to help us envision what that package should be. We hope the fellow will help us to understand our competitors' best practices. How should we structure our package? What should we bundle into it? How should we price it?
- **Working closely with the Director of Strategic Partnerships and our internal marketing team to map the expansion of WeCare from Northeast Ohio to Statewide:** We would like strategic assistance to develop a marketing plan that addresses our best opportunities for market share and growth in these new communities, which are unfamiliar with both WeCare and Benjamin Rose Institute on Aging.
- Providing other suggestions for areas of improvement within the program's strategic business plan.

Term: 500 hours (December 2022 – April 2023)

Location: 11890 Fairhill Road Cleveland, OH 44120 (hybrid mix)

Stipend: \$10,000

The ideal candidate will have significant professional experience in marketing and sales. Experience in the nonprofit and education sector is a plus.



To be considered for this opportunity, please contact Sarah Castle (scastle@bvuvolunteers.org) for application materials.

The BVU Fellows Program matches the talents of highly skilled professionals with local nonprofits to engage a transformative project that benefits the community. For more information, visit our webpage [BVU](#)