

DIRECTOR OF MARKETING

Leadership Expectations

| Management | Leadership Skills |
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| <ul style="list-style-type: none"> • Strategic Planning • Develop and support • Assist in overall marketing department • Schedule transition time with incoming Director | <ul style="list-style-type: none"> • Collaboration • Produce • Engage • Create • Motivational • Design • Construct • Execution |

Term: One year or as determined by the Board of Directors and Chapter Bylaws

Eligibility:

- Member in good standing
- Willing to give the time, energy, talents and enthusiasm required of the position

Overall Responsibilities: (to be based on individual chapter needs)

- Serve as voting member of Board of Directors
- Report on the strategies, successes and challenges of assigned committees to Board of Directors
- Support and defend policies and programs adopted by the Board of Directors
- Conduct transition meeting with successor
- Perform other duties that may be delegated by the VP of Marketing & Communication or the Chapter President

Specific Responsibilities: (to be based on individual chapter needs)

- Work closely with VP of Marketing & Communication to ensure synergistic effort in maintaining the brand awareness and key messaging is delivered in all social media channels
- Responsible for all chapter social media accounts (Facebook, Instagram, LinkedIn)
- Create events on Facebook for all monthly events. Add details, photos, last minute posts to event page.
- Produce daily posts on each social media channel whether it be motivational, advertising upcoming events, advertising membership, etc
- Work with VP of Marketing & Communication for monthly marketing calendar

- Upload photos to social media during and after events. Specifically thanking sponsors, members, and speakers
- Complete Board Trainings through MPI Global

Reports to: VP of Marketing and Communications

Time Commitment:

- Regular attendance at monthly meetings and chapter activities and functions
- Attendance at Board meetings and retreats
- Attend All Hands Global Calls

Resources/Forms

- Communications Calendar from previous year
- P&L
- 18 month calendar
- Check Requests
- Communications Form
- Chapter Resources Page
- Chapter Dashboard
- Google Drive
- Board Reports