

Event Marketing Chair

Review of role, responsibilities and leadership attributes:

- Scheduling, writing, and editing of content for the chapter, specific to our programs, socials, and other special events.

Reports to: VP of Communications

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

Time Commitment: 1-2 hours/week

Specific Responsibilities:

TASK	INDIVIDUAL RESPONSIBLE	CONSULTANTS / CONTRIBUTORS	TIME FRAME	RESOURCES
Schedule Editorial Calendar for at least 2 months in advance, coordinating with Content & Social Media Chair	Chair	VP Comm, Committee, Content, Social Media Chair	Monthly	Board, VP Comm, Writer
Send verbiage for event promotion to both Content Chair and Social Media Chair	Chair & Volunteer	Members, Social Media Chair, Volunteer	Continual, suggest at least 1 per month	Speaker, Venue resources, other committees
Proofread prior to sending out and checking for spelling, grammatical errors and general appearance	Chair & Volunteer	VP Comm, Volunteer	24 hours prior to distribution	Spellcheck
Evaluate success of Save the Date initiatives and recommend future ones	Chair	VP Comm, Volunteer	Quarterly	Member feedback, eblast stats