



Director, Marketing – Job Description

Category: Marketing/Communications

Reports to: VP Communications

Responsible for: Communication & Marketing Portfolios

Term: Two consecutive one (1) year terms, total two (2) years

Eligibility:

- MPI Member in good standing.
- Previous service on MPI Ottawa committee, preferably Marketing.
- Knowledgeable of the activities and affairs of the Chapter.
- Willingness to give the time, energy, talents and enthusiasm required of the position.
- Good organizational skills.

General Responsibilities:

- Support and defend policies and programs adopted by the Board of Directors.
- Serve as voting member of Board of Directors.
- Assist in the development of the annual Chapter Business Plan.
- Submit written report to VP of Communications for inclusion in the Chapter's Annual Report.
- Submit Board reports, in advance, for monthly Board meetings; request agenda time if required. Board reports to include progress on the annual Business Plan commitments and current status on projects.
- Ensure fiscal responsibility of the committee to which position is assigned.
- Responsible for the following budget line: Marketing.
- Submit budget needs for the following fiscal year in consultation with the VP Communications.
- Update documents and monitor appropriate Projects on Basecamp (the Chapter's online project management tool).
- Act as a coach, advisor and counsellor to the committee volunteers and chairs.
- Cultivate and motivate leadership/leaders within your committee and identify successors within the first year. Develop succession plan in conjunction with the VP of Communications.
- Complete transition plan and conduct transition meeting with successor beginning in May to allow for enough time for training.

- Perform other duties that may be delegated by the President and/or Board of Directors.

Specific Responsibilities:

- Work with VP Communications to develop, implement and assess strategic goals and objectives that support the Chapter's business plan.
- Identify, recruit and train chairs and sub-committees to assist in the achievement of Committee goals and objectives.
- Report to the Board of Directors on the strategies, successes and challenges of the Marketing Committee.
- Review, adhere and update all policies and procedures related to committee work on an ongoing bases.
- Provide an open channel of communications between committees to facilitate flow of information to Chapter members.
- Manage communication coverage and promotion of Chapter activities and events.
- Increase membership engagement by means of sharing relevant industry information, photos from Chapter events, *News & Views* articles, gamification initiatives, social media contests, and upcoming event information across all online Chapter communication channels.
- Develop ideas and strategies for ways to increase the Chapter's online reach and help establish the Chapter as industry thought-leaders.
- Ensure event marketing plan has been completed by event leads and distributed to the Marketing Committee and Chapter Administrator. This includes all sponsored posts, recognition and marketing deliverables set out in the contract.
- Perform annual review of Chapter marketing and communication initiatives to ensure that they are meeting MPI Global's strategic goals.
- Uphold Chapter policies governing ad insertions and ensure proper ad insertions as contractually agreed with advertisers and sponsors.
- Collaborate with Director, Partnerships to ensure sponsor web ad and event obligations and social media recognition commitments are fulfilled and liaise with sponsors as required.
- Oversee appointed project leads as they provide coordination of all logistics for community outreach events.
- Ensure minutes of Committee meetings are taken and provide a final electronic copy to the Chapter Administrator for archiving. Post on Basecamp for storage and record keeping.
- Review, adhere and update all policies and procedures related to Committee work.
- Complete and submit the Committee Volunteer Assessment to VP by mid-November to include the list of volunteers, their level of engagement, identify volunteers interested in succession in addition to identifying gaps within the Committee.

Attendance and Time Commitment:

- Attendance at monthly Board of Directors meetings (teleconference participation accepted in some circumstances).
- Requested Attendance at two Board retreats whenever possible.
- Mandatory attendance at the Annual General Meeting.

- Attendance at official Chapter activities and functions, whenever possible.
- Involvement in committee meetings and activities.
- Potential attendance at Chapter Business Summit as directed by President.

Estimated time per month: 15-20 hours

UPDATED: Fall 2026