

PMI-MCAC-Roles Delineation

Title:	Director of Marketing
Role description	This appointed role is under the responsibility of the VP of Communications, responsibilities include chapter-based marketing and public relations to increase awareness of both the chapter and the PMI brand within the territory. The Director of Marketing will execute an integrated marketing and public relations program to support member acquisition, member retention, event promotion, outreach activities, sponsorships and other related activities in alignment with the chapter's strategic objectives. These activities shall be performed in accordance with chapter bylaws and PMI policies, brand guidelines and global marketing strategy.
Responsibilities:	<p>Implement an integrated marketing and public relations program aligned with the chapter's strategic objectives</p> <p>Execute annual marketing and public relations plan with detailed activity calendar including email, social media, advertising, events, press releases, web updates, etc.</p> <p>Use best practices in marketing and public relations to promote the chapter and its activities to members and the community at large</p> <p>In collaboration with all member of the communication team develop all communication vehicles including, but not limited to emails, web content, press releases, social media posts, promotional materials, advertising, etc.</p> <p>Gain access to PMI's Marketing Portal and use PMI-provided marketing/PR resources</p> <p>Work with local vendors to develop marketing materials in accordance with PMI brand guidelines if suitable materials are not available in the Marketing Portal. Plan and purchase print and digital advertising</p> <p>Monitor, optimize and analyze all marketing and public relations activities</p> <p>Distribute public relations communications to local media outlets (e.g. local newspapers, radio stations and television) and manage local media inquiries</p> <p>Develop and implement succession and transition plan</p>
strategic and business management skills:	<p>Knowledge of Fundraising Techniques</p> <p>Proficiency with, or Desire to Learn, Digital Marketing Tools, Including Email Marketing Platforms, Social Media Platforms, Web Content Management Systems, Research/Surveys</p> <p>Understanding of Marketing Strategy, Tactics, Planning and Delivery</p> <p>Working Knowledge of Best Practices in Marketing</p>
leadership skills:	<p>Public Speaking/Presentation Skills</p> <p>Persuasion/Motivation Skills</p> <p>Skilled in Strategic Planning & Process Execution</p> <p>Decision Making</p> <p>Technical Tools Skills and time management skills</p>
Time required	Estimated Volunteer Hours per Month:15-25
Experience required	<p>Average Years of Project Management Experience: 14</p> <p>Average Years of PMI Volunteer Experience: 5</p>
Signature	Date:
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