

## **Marketing & PR**

### **Position Summary:**

The job of the Marketing & PR Director is to oversee and manage the marketing and public relations activities of the chapter, including branding, advertising, communications, and sponsors.

### **Responsible To:**

Members of the chapter  
Chapter President

### **Responsibilities:**

- Directing and supporting chapter activities related to branding, chapter e-newsletter, advertising, and sponsors. Recruit members to serve on committee(s) to support these activities.
- Setting and achieving goals for sponsorships of general membership meetings, website and e-newsletter advertising. This includes maintaining a database of sponsors and prospective sponsors.
- Coordinating production of the e-newsletter, to include compiling content, editing, and designing the final copy. Working with the Chapter Management Professional (CMP), ensures that issues are distributed in a timely manner.
- In collaboration with chapter President, communicating with local media sources to ensure community awareness of chapter activities and coordinating responses to requests from journalists.
- Participating in the development and implementation of short-term and long-term strategic planning for the chapter.
- Representing the chapter in the HR community.
- Attending all general membership and board of directors meetings, and participating in chapter events.