

## **POSITION TITLE: DIRECTOR OF MARKETING & COMMUNICATIONS**

### **BASIC FUNCTION:**

Develops and manages the marketing strategy for all ASSOCIATION programs and services including the Annual Convention. Directs all association communications and public relations activities. Serves as project manager for assigned committee initiatives.

### **SPECIFIC RESPONSIBILITIES:**

#### **Marketing:**

1. Create and manage marketing plans for the Association's products and services, in collaboration with primary program/service staff and volunteers.
2. Create and manage marketing plans for the Annual Convention in collaboration with other staff and volunteers.
3. Create and manage marketing plans for the ASSOCIATION Educational & Scholastic Foundation in collaboration with other staff and volunteers.
4. Assist the Director of Member Services with marketing ASSOCIATION's trade show involvement.
5. Assist the Meetings Manager with marketing of ASSOCIATION's seminars.
6. Manage the relationship with ASSOCIATION's marketing/communications and related vendors.
7. Create and manage all marketing budgets.
8. Manage Member Needs Assessment projects.
9. Evaluate effectiveness of marketing efforts.

#### **Public Relations:**

10. Manage the strategic development and supervise maintenance of ASSOCIATION's website including content and functionality.
11. Manage media relationships, especially the trade press.
12. Manage the development and execution of all end-user advocacy/public relations campaigns.

#### **Communications:**

13. Direct the communication activities of the Association with both internal (member) and external audiences.
14. Supervises the development of the content and production of ASSOCIATION's newsletter.
15. Manage the relationships with outside vendors utilized for communications materials (free lance writer, editor, publishers, printers, etc).
16. Manage content development and production of the annual ASSOCIATION Convention Guide.
17. Manage the production of the annual Membership Directory in collaboration with other staff and outside vendors.
18. Evaluate various member communication options and recommend choices to EVP and board.
19. Write the script for the annual Convention business meeting and general sessions.
20. Manage regular member communications through utilization of a variety of technologies.

#### **Project Management:**

21. Serve as project manager for all Industry Relations Committee initiatives.
22. Serve as project manager for all Marketing Committee initiatives.
23. Recommend additions and revisions to the Association's programs/services to the EVP.

#### **Miscellaneous:**

24. Attend board, foundation, strategic planning, assigned committee, committee chair and other meetings as required.
25. Attend the annual convention to provide staffing for the Resource Center, Registration and other duties.

#### **INTERNAL RELATIONSHIPS:**

Reports to the chief staff executive. Supervises the Communications Manager of the Association. Works with other staff as required.

#### **EXTERNAL RELATIONSHIPS:**

Directs work of consultants selected to assist association in its communications and marketing activities and relevant project management responsibilities.