**ISACA VP Marketing & Communications Roles & Responsibilities**

Responsible managing an integrated Chapter communication program across members and client companies, including:

1. Establishing and executing against annual goals, subject to Board approval.
2. Working with the Chapter Board, Advisory Council and ISACA international to create and manage an integrated communication plan for the Chapter.
3. Acquire any required marketing materials from ISACA International as authorized by the Chapter Board.
4. Seeking sponsorships from the local business community as an additional revenue stream for the Chapter.
5. Coordinate the execution and benefits of Sponsors.
6. Managing and executing internal and external Chapter communications, to include, but not limited, Chapter events, publication of meeting notices, publication of the newsletter, public relations, advertising, ITGI and other relevant research, ISACA publicity and website content (including social media such as Twitter, LinkedIn, etc.).
7. Management of the MAP funds and timeline, where does communication come from, push or pull and from who\*\*\*\*\*
8. Recommending potential speakers for Roundtable or Large Chapter events from your professional network.
9. Performing other duties as pertain to this office, or which may be delegated by the President or Chapter Board.
10. Providing UMSA with updated communications for more exposure.
11. Providing a written status report to the President Elect on the Monday prior to Board meetings.
12. Accomplishing assigned initiatives and administrative tasks in a timely manner.
13. Preparing for any agenda items for which you are responsible.
14. Reviewing meeting material provided in advance. If meeting (or non-meeting) material request feedback, provide it in a timely manner.

**2017 SMART Goals – Subject to review**

Publish a quarterly newsletter, highlighting one member every quarter, recap event articles (posted on our website monthly in news/blog area) and promoting future events.

Continue promoting ISACA events and articles through Twitter, LinkedIn and Facebook.

Revamping website to assist in becoming a usable source of information for our current and future members.

Assist in marketing objectives with other officers.

Create an avenue for membership to volunteer in technology related organizations

From: **Summer Cole** <[scole@isaca.org](mailto:scole@isaca.org)>  
Date: Wed, Feb 6, 2019, 1:44 PM  
Subject: ISACA: Welcome to the 2019 Marketing Assistance Program!  
To: Summer Cole <[scole@isaca.org](mailto:scole@isaca.org)>

*This message is being sent to all Chapter Presidents, Vice Presidents, Marketing Representatives & Administrators.*

The ISACA Marketing Department is happy to provide you the opportunity to participate in the 2019 Marketing Assistance Program (MAP). This program is offered each year to provide financial assistance to chapters for promoting their activities, as well as ISACA membership, certifications, COBIT, CSX, SheLeadsTech and more. The amount of funds available to each individual chapter will be determined by the number of chapters participating in the 2019 program. We will notify you of the approved amount in January.

Participating chapters will be able to use their funds within the ISACA Marketing Storefront, which has a variety of marketing materials that can be customized with specific chapter information, as well as many promotional give-away type items. In addition, chapters can request reimbursement for qualifying purchases made outside of the Storefront.

To participate in this program, simply complete the [Opt-In Form](https://urldefense.proofpoint.com/v2/url?u=https-3A__na01.safelinks.protection.outlook.com_-3Furl-3Dhttps-253A-252F-252Fwww.research.net-252Fr-252FM85999J-26data-3D02-257C01-257Cscole-2540isaca.org-257Ce12b57cf06b94d0c019608d670d25b0e-257C5454b19596ed4cc083a101b9255a3aee-257C0-257C0-257C636820446123564584-26sdata-3DaggmnqiZDYhDUFuSm34z8wpDmIu8cHIgdSIsCIhsOYg-253D-26reserved-3D0&d=DwMFaQ&c=1hIq-C3ayh4zm6RZ7m4R2A&r=FGdgQRj6_mpu8zDpzaZKJMLmN8W6BeybcE8NWFMBd5Q&m=npJBYwtwH2m02o6UNOEJuKVaHByNCXohXtI98LR7vZo&s=LIJPSn3GynGcysu3tGlFX5icqpaRanZk5MXvT61mehQ&e=) by Monday, 31 December 2018. You will need to include your name, email address, chapter name and number, and identify all members on your chapter board who should have access to these funds.

***Opt-in Form and information on the Marketing Assistance Program can be found*** [***here***](https://urldefense.proofpoint.com/v2/url?u=https-3A__na01.safelinks.protection.outlook.com_-3Furl-3Dhttps-253A-252F-252Fleaders.isaca.org-252Fchapter-2Doperations-252Fmarketing-2Dand-2Dcommunication-252Fmarketing-2Dassistance-26data-3D02-257C01-257Cscole-2540isaca.org-257Ce12b57cf06b94d0c019608d670d25b0e-257C5454b19596ed4cc083a101b9255a3aee-257C0-257C0-257C636820446123574597-26sdata-3DaVhwzH7gVlb2BLiwFmkY1cE2HZC19PP1Xfu8YCkLLOk-253D-26reserved-3D0&d=DwMFaQ&c=1hIq-C3ayh4zm6RZ7m4R2A&r=FGdgQRj6_mpu8zDpzaZKJMLmN8W6BeybcE8NWFMBd5Q&m=npJBYwtwH2m02o6UNOEJuKVaHByNCXohXtI98LR7vZo&s=EzOtV3wGgqRam3HzFk6VlYU-BSi5zn85m5GuJvq0Oro&e=)**.**

If you need any assistance or have any questions, please contact [marketing@isaca.org](mailto:marketing@isaca.org). We look forward to your participation in this program.

Sincerely,

ISACA Chapter Relations Team

**P.S. 2018 MAP Participants–Hurry! Use your remaining funds immediately! 2018 MAP funds expire 15 December 2018!**

*This message was sent to all chapter presidents, marketing coordinators and anyone on the board designated to have access to your chapter’s Marketing Assistance Program funds, on behalf of ISACA’s Marketing Department.*  
Welcome to ISACA’s **2019 Chapter Marketing Assistance Program.** This program is offered each year to provide chapters with financial assistance for promoting your chapter, ISACA, and the many benefits ISACA membership provides.  
  
***ISACA is pleased to offer your chapter US $2,000 in 2019 Marketing Assistance Program funds.*** This amount has been added to your marketing storefront account. The funds will expire on **15 December 2019.** Do not lose out on this great benefit; make plans throughout the year to use your funds!  
  
You may use your budgeted funds in the following ways:

1. Purchase marketing materials from the ISACA Marketing Storefront. The storefront has a variety of marketing materials that can be helpful in promoting your chapter and ISACA. Available items include banners, brochures, pens, coffee mugs, t-shirts, screen cleaners, web-cam covers, notepads, and ISACA pins. The storefront also includes COBIT, CSX, SheLeadsTech and 50th anniversary items.  *Please note: You can customize a limited area of text in the brochures and posters to publicize your chapter events.*
2. You can also use your funds to participate in other qualifying activities/promotions and be reimbursed for those related expenses. The full list of qualifying activities/promotions can be found within the “Reimbursement Form.” You can submit requests to obtain reimbursement for other qualifying activities/promotions until **15 December 2019**.

Access the storefront via the [Chapter Leader Portal](https://urldefense.proofpoint.com/v2/url?u=https-3A__leaders.isaca.org_&d=DwMFaQ&c=1hIq-C3ayh4zm6RZ7m4R2A&r=FGdgQRj6_mpu8zDpzaZKJMLmN8W6BeybcE8NWFMBd5Q&m=8PCkXKnDf37ZD0HgHhScrvfE-hylXz36cIF3xGdpLmQ&s=Qb-G19uaSe-VFfSt7CYIamaFZQMLY10uHQrWKNo4ThQ&e=); click the “Marketing Storefront” icon in the middle of the page.   
  
We appreciate your dedication to ISACA and your willingness to help the association and your chapter grow. We look forward to hearing of your successes in recruiting new members and exam candidates.  
  
If you need any assistance or have any questions, please [contact us.](mailto:marketing@isaca.org)

Best regards,  
The ISACA Marketing Department