

## Job Description - Director of Event Marketing

- **Term:** One year or as determined by the Board of Directors and Chapter Bylaws
- **Eligibility:** Member in good standing / Willing to dedicate the time, energy, talents, and enthusiasm required for the position
- **Reports to:** Vice President of Marketing & Communications

---

### **General Responsibilities:**

- Serve as a voting member of the Board of Directors.
- Report on the strategies, successes, and challenges of assigned committees to the Board of Directors.
- Support and defend policies and programs adopted by the Board of Directors.
- Conduct transition meetings with successor.
- Perform other duties delegated by the VP of Marketing & Communications or the Chapter President.

### **Time Commitment:**

- Regular attendance at monthly meetings, chapter activities, and functions.
- Attendance at Board meetings and retreats.
- Attend All Hands Global Calls.
- Complete Board Trainings through MPI Global

### **Specific Responsibilities:**

- Work closely with the VP of Marketing & Communications to ensure a synergistic effort in maintaining brand awareness and delivering key messaging through all social media channels for all chapter events.
- Manage all chapter social media content for chapter events. (Meta, Instagram, LinkedIn).
- Create events on Facebook/Instagram for all monthly events, including adding details, photos, and last-minute posts to the event page.
- Collaborate with the VP of Marketing & Communications to create a monthly marketing calendar.
- Upload photos to social media during and after events, specifically thanking sponsors, members, and speakers.
- Collaborate with the VP of Marketing & Communications to collect content for the monthly newsletter, draft the newsletter, and get the final version to Chapter Administrator for a timely distribution.