

Director, Marketing – Job Description

Category: Communications

Reports to: VP Communications

Responsible for: Communications; Marketing Committee

Term: Two consecutive one (1) year terms, total two (2) years

Eligibility:

1. MPI Member in good standing.
2. Previous service on MPI Ottawa committee, preferably Marketing.
3. Knowledgeable of the activities and affairs of the Chapter.
4. Willingness to give the time, energy, talents and enthusiasm required of the position.
5. Good organizational skills.

General Responsibilities:

1. Support and defend policies and programs adopted by the Board of Directors.
2. Serve as voting member of Board of Directors.
3. Assist in the development of the annual Chapter Business Plan.
4. Submit written report to VP of Communications for inclusion in the Chapter's Annual Report.
5. Submit Board reports, in advance, for monthly Board meetings; request agenda time if required. Board reports to include progress on the annual Business Plan commitments and current status on projects.
6. Provide monthly statistics to the VP Finance and VP Communications for inclusion in the Chapter dashboard metrics as required.
7. Approve appropriate invoices and forward supporting paperwork to the Chapter Administrator for payment as required.
8. Ensure fiscal responsibility of the committee to which position is assigned.
9. Responsible for the following budget line: Marketing.
10. Submit budget needs for the following fiscal year in consultation with the VP Communications.
11. Update documents and monitor appropriate Projects on Basecamp (the Chapter's online project management tool).
12. Act as a coach, advisor and counsellor to the committee volunteers.
13. Cultivate and motivate leadership/leaders within your committee and identify successors within the first year.
13. Complete transition plan and conduct transition meeting with successor.
14. Perform other duties that may be delegated by the President and/or Board of Directors.

Specific Responsibilities:

1. Work with VP Communications to develop, implement and assess strategic goals and objectives that support the Chapter's business plan.
2. Identify, recruit and train chairs and sub-committees to assist in the achievement of Committee goals and objectives.
3. Report to the Board of Directors on the strategies, successes and challenges of the Marketing Committee.

4. Review, adhere and update all policies and procedures related to committee work.
5. Provide an open channel of communications between committees to facilitate flow of information to Chapter members.
6. Manage communication coverage and promotion of Chapter activities and events.
7. Serve as Editor in Chief of the Chapter's online communications forum, *Conventus*.
8. Develop and enforce a deadline grid for *Conventus* articles and solicit submissions.
9. Develop and enforce a social media schedule with all of the Chapter's social media accounts (Twitter, Facebook, LinkedIn, Instagram), and ensure strategic goals are achieved.
10. Increase membership engagement by means of sharing relevant industry information, photos from Chapter events, *Conventus* articles, gamification initiatives, social media contests, and upcoming event information across all online Chapter communication channels.
11. Develop ideas and strategies for ways to increase the Chapter's online reach and help establish the Chapter as industry thought-leaders.
12. Facilitate production, writing, proofreading and design of Chapter's marketing materials to ensure professional appearance and consistent 'look' in conformity with the MPI templates.
13. Ensure event communications checklist has been completed by event leads and distributed to the Marketing Committee and Chapter Administrator.
14. Ensure photography checklist has been completed by event leads and distributed to the Marketing Committee.
15. Perform annual review of Chapter marketing and communication initiatives to ensure that they are meeting strategic goals.
16. Assist VP Membership with membership directory and VP Communications with website updates, as required.
17. Assist VP Communications in contract negotiations for website ad sales and event photography coverage.
18. Allocate the website advertising contracts and rate sheets, and distribute them to members and advertisers.
19. Uphold Chapter policies governing ad insertions and ensure proper ad insertions as contractually agreed with advertisers and sponsors.
20. Ensure proper ad insertions as contractually agreed with advertisers.
21. Collaborate with Director, Partnerships to ensure sponsor web ad obligations and social media recognition commitments are fulfilled, and liaise with sponsors as required.
22. Establish and maintain a community service program in which the Chapter supports a minimum of one charity as a means of giving back to its community.
23. Develop, implement and manage ongoing Chapter fundraising efforts.
24. Ensure promotion of community outreach and fundraising efforts through the appropriate Board committees.
25. Oversee appointed project leads as they provide coordination of all logistics for community outreach events.
26. Ensure minutes of Committee meetings are taken and provide a final electronic copy to the Chapter Administrator for archiving.
27. Review, adhere and update all policies and procedures related to Committee work.
28. Report to the Board of Directors on the strategies, successes and challenges of the Networking Events Committee and initiatives.

29. Complete and submit the Committee Volunteer Assessment to VP by mid-November to include the list of volunteers, their level of engagement, identify volunteers interested in succession in addition to identifying gaps within the Committee.
30. Collaborate with the Member Care volunteer management sub-committee chair to secure sufficient number of volunteers to perform work of the Committee.

Attendance and Time Commitment:

1. Mandatory attendance at monthly Board of Directors meetings (teleconference participation accepted in some circumstances).
2. Mandatory attendance at two Board retreats.
3. Mandatory attendance at the Annual General Meeting.
4. Attendance at official Chapter activities and functions, whenever possible.
5. Involvement in committee meetings and activities.
6. Potential attendance at Chapter Business Summit as directed by President.

Estimated time per month: 15-20 hours