# Job Title: PMI-SVC Certifications Content Manager

**Reports to**: VP of Marketing

Role Description:

The Events Content Manager is a volunteer responsible for managing the content creating and posting in partnership with event leads for all chapter events.

They drive the category of Event Marketing as it supports the goals and direction established by the PMI-SVC chapter and Marketing department. The Events Content Manager supports Professional Development Directors (Events and Certification) along with the Member Relations and Volunteer departments in executing and achieving their goals through generating exposure and engagement with members and the professional community at large.

Roles and Responsibilities

* Responsible for promoting the chapter and engaging members.

Deliverables

* To drive the start to finish content creation and posting for events (1-time occurrences)
	+ To identify event marketing needs and maintain marketing calendar
	+ To collect necessary information.
	+ To classify marketing needs as they relate to the packages in the marketing strategy
	+ To create content for posts on LinkedIn, Facebook, and Instagram, plus website as needed
	+ To utilize tools as indicated and store all content in shared drive

Role Specific Skills

* Communication
* Solution-Oriented
* Goal-Oriented
* Building Relationships
* Project Management
* Strategic Thinking
* Creativity

Other Leadership Skills

* Servant leadership
* Team building