

ROLES AND RESPONSIBILITIES:

· Market and publicize the chapter within the community

· Develop an awareness of PMI’s marketing tools and resources

· Develop and implement marketing campaigns to promote the chapter and its activities to members and the community at large

· Develop and implement a periodic marketing plan with a detailed marketing strategy to ensure chapter brand management

· Develop and implement chapter **event** marketing plans

· Create and disseminate the chapter’s announcements, press releases and marketing activities

· Develop and distribute marketing materials, newsletter, etc.

· Facilitate chapter communications to external sources (local newspapers, radio stations and organizations) and share information with PMI and other PMI communities

· Keep the coherence between the marketing plan and the chapter strategic objectives

· Drive the chapter’s advertisement process and ensure results

· Collaborate with local businesses to publicize the chapter and PMI

· Publicize the chapter and PMI through internal and external publications

· Oversee the relationship with the press and the relation with the public authorities, government bodies and non-governmental organizations

· Monitor and coordinate presentations to external stakeholders and other organizations interested in the activities of PMI

· Increase awareness of PMI and the chapter

· Maintain relationships with sponsors for revenue generation to fund the chapter’s activities

· Coordinate and organize presentations to potential chapter sponsors, event sponsors and other sponsors

· Develop and implement succession and transition plan

DELIVERABLES: Based on Outcome of Strategic and Operational Planning

ROLE SPECIFIC SKILLS:

· Marketing Strategy and Development

· Marketing Plan Execution and Delivery

· Knowledge of PMI’s Brand Strategy (Marketing Portal)

· Market Research Skills/Proficient use of Survey Tools

· Proficient Usage of Online Collab

Newsletter Tools

· Knowledge of Fundraising Techniques

OTHER LEADERSHIP SKILLS:

· Public Speaking/Presentation Skills

· Excellent Writing Skills

· Ability to Delegate Effectively

· Negotiation Skills

AVERAGE HOURS PER MONTH: 20 HOURS