



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