

Marketing/Communication Committee Job Descriptions

Marketing/Comm is charged with producing a quarterly newsletter. This includes, but is not limited to:

1. Requesting and securing articles
2. Creating a targeted list of article topics
3. Targeting potential Marketing/Comm avenues
4. Creating resources and contacts with area Business Journals
5. Creating resources and contacts with industry magazines
6. Submitting announcements, as appropriate, to Business Journals
7. Submitting announcements, Trade Show schedules and other items to industry magazines

Board Advocate

1. Works directly with the Marketing/Comm Chairperson.
2. Functions as liaison between the Marketing/Comm Chairperson and the Board of Directors.
3. Directs Marketing/Comm Chairperson and Committee Members.
4. Communicates to the Chairperson and Committee Members the activities of the Board of Directors, including the decisions made at each meeting of the Board.
5. Attends all Board of Directors' Meetings.
6. Be an active advocate of the association's mission.
7. Shall continually seek prospective volunteers with PR Strengths and invite them to attend Committee Meeting, encouraging their participation.

Chairperson

1. Poll Committee and Board Members for agenda items and prepare agenda accordingly.
2. Have agenda approved by Marketing/Comm advocate prior to scheduled meeting(s).
3. Shall schedule and preside over Marketing/Comm Committee Meetings.
4. Shall continually seek prospective volunteers with Marketing/Comm strengths and invite them to attend Committee Meetings, encouraging their participation.
5. Encouraged to attend all NWPMA Committee Meetings, i.e. Fall and Spring Showcase, Membership, Pro-D, etc. to support and recognize all Marketing/Comm opportunities.
6. Attends Board Meetings when possible.
7. Shall be an active advocate of the association's mission.
8. Reports activities of the Committee to the Marketing/Comm Advocate and Board Members.