

# Vice President of Marketing & Communications

## DESCRIPTION

Responsible for 1) chapter- based marketing activities to increase awareness of both the chapter and the PMI brand within the NYC area, 2) strategic management and coordination of communication channels and executing those communication plans, 3) strategizing, implementing, optimizing, moderating and maintaining social media channels for the chapter in line with the chapter's social media policy and PMI Social Media Guidelines and brand standards for chapters and 4) chapter publications to deliver news and increase awareness of chapter activities in the local community, as well as the global project management community.

## RESPONSIBILITIES

1. Define and regularly update the chapter's marketing, communications, social media and publications strategy in alignment with the overall chapter strategy.
2. Develop and implement an integrated marketing and communications program to support member acquisition, member retention, event promotion, outreach activities, sponsorships and other related activities in alignment with the chapter's strategic objectives and PMI's messaging which balances the need for timely communication with the goal to keep communication concise, timely and appropriate.
3. Deliver the overarching strategy and goals associated with the chapter's social media channels, which may include identifying and testing new social platforms, evaluating current social channels, raising awareness of the chapter, knowledge sharing, highlighting chapter members, showcasing events, etc.
4. Focus on fostering a two-way communication platform between the chapter and members while creating an engaged online community.
5. Produce and distribute all chapter publications to members, potential members, and external sources with the objective of enhancing the member experience and expanding awareness of both the chapter and PMI.
6. Maintain and execute a communication, social media and publications calendar that details all chapter communications across all channels i

including chapter membership and other external audiences; supervise and support all communication channel activities of the chapter.

7. Lead the development, production, and deployment of all chapter communication vehicles including, but not limited to emails, newsletters, web content, press releases, social media posts, promotional materials, advertising, etc.
8. Develop and manage the marketing, communications, social media and publications budget.
9. Develop or periodically review and update the chapter's marketing, communications, social media and publications policies.
10. Monitor, optimize, and analyze all marketing, communications, social media and publication activities according to defined KPIs.
11. Stay abreast of social media trends and technology, advising the chapter if and how to leverage them.
12. Use best practices in marketing, communications and social media to promote the chapter and its activities to members and the community at large.
13. Ensure brand consistency within the chapter to PMI's brand positioning by reviewing chapter website, communications and marketing materials, social media posts and publications.
14. Monitor and coordinate branded presentations and messaging to external stakeholders and other organizations interested in PMINYC products, services and activities.
15. Collaborate with local businesses and academic institutions, where appropriate, to publicize the chapter and PMI.
16. Coordinate and organize presentations to chapter members, for use at chapter events and other opportunities.
17. Work with local vendors to develop marketing materials in accordance with PMI brand guidelines.
18. Plan and purchase print and digital advertising
19. Submit planned chapter events to PMI's Event Calendar form to be shared with a broader audience:  
<https://www.pmi.org/events/calendar/posting-policy-form>

20. Consult and collaborate with all members of the board to coordinate the marketing, communications, social media and publication needs of the chapter including support of chapter events, activities, etc.
21. Collaborate with technology to ensure alignment and consistency in website content and design for chapter members.
22. Create and manage social media campaigns tailored to the specific needs of the chapter.
23. Curate content, finding and sharing information of interest to the chapter's audience while respecting copyright laws.
24. Create content as necessary, including posts, tweets, pins, images, infographics, videos, graphics.
25. Maintain consistent interaction with followers by responding to social media comments in a professional and timely manner.
26. Oversee all chapter social media accounts ensuring regular posting of relevant and interesting content.
27. Manage efforts in building online reviews and reputation. Monitor online reviews and respond to each review.
28. Develop promotional content for events such as chapter meetings and programs and post to chapter outlets. This includes authoring articles, taking pictures, or getting photos from the chapter photographer and updating the chapter website.
29. Assist with the development, writing, and editing of online content as well as marketing/promotional content.
30. Submit information to PMI's communications department regarding chapter activities for publication in PMI Today (PMI's monthly membership newsletter) when deemed appropriate.
31. Create and distribute public relations communications to local media outlets (e.g., local newspapers, radio stations, and television) and manage local media inquiries.
32. Develop and implement succession and transition plan for the role.

## STRATEGIC & BUSINESS MANAGEMENT SKILLS

- Proficiency with, or desire to learn digital marketing tools, including email marketing platforms, social media platforms, web content management systems, research/surveys
- Understanding of marketing strategy, tactics, planning and delivery
- Working knowledge of best practices in marketing
- Experience in developing communications strategy and supporting communication plans
- Knowledge of PMI global and chapter brand guidelines
- Strong knowledge of common communication vehicles (i.e., Newsletters, annual plans, email communications, etc.)
- Basic understanding of current trends in social media technology and applications
- Basic understanding or desire to learn/utilize social media management tools (for example: Hootsuite, Sprinklr, Sprout, etc.)
- Basic understanding of social media terms and metrics
- General understanding of social media apps such as Facebook, Twitter, and LinkedIn
- Online Community moderation ability
- Flexibility to learn newer platforms/solutions
- Experience in content production
- Experience in copywriting and editing
- Working knowledge of MS Office; photo and video editing software is an asset
- Organized
- Ability to plan and execute
- Print press knowledge/understanding
- Audience/membership understanding

## LEADERSHIP SKILLS

- Public speaking/presentation
- Persuasion/motivation

- Ability and desire to stay informed of evolving marketing trends and resources
- Excellent writing skills
- Technical tools
- Collaborative
- Ability to identify audiences and determine strategies for effective communication

## COMMITMENT REQUIRED

- Two-year term
- Minimum 35+ hours per month
- Attend monthly Board meetings
- Attend Chapter meetings & events
- Attend quarterly Town Halls and Annual Meeting
- Attend an annual strategic planning offsite

## REQUIRED CREDENTIALS

- PMP or other project management certification preferred
- Two Years of PMI Volunteer Experience Required; 3+ Years Preferred
- Must have served in PMINYC Leadership roles, preferably for 2 years as VP or Director. Program Managers will be considered

## PDU'S TO BE AWARDED

- 1 PDU per hour volunteered. Includes all meetings and time spent in communications, planning and working directly with the teams and working at events/services. Maximum 25 PDU's, per renewal period, awarded under Category "Giving Back" per CCRS Handbook

## ANTICIPATED BENEFITS TO VOLUNTEER

- Earn PDU's
- Build strong networking relationships
- Produce documentable career-enhancing achievements including Board service
- Opportunity to participate in PMI Leadership Institute Meeting (LIM)
- Opportunity to give back to your community