



Vice President of Marketing & Communications

Responsibilities

- Develop and implement an integrated marketing communications program that is aligned with the chapter's strategic objectives
- Define and regularly update the chapter's marketing and communication strategy, policies, goals, and objectives
- Create and execute an annual marketing and communications plan with a detailed activity calendar including email, social media, advertising, events, press releases, web updates, etc.
- 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.
- Use best practices in marketing and public relations to promote the chapter and its activities to members and the community at large in a timely manner
- Ensure the chapter's brand is understood and leveraged in marketing and communication plans
- Gain access to PMI's Marketing Portal and use PMI-provided marketing/PR resources
- Work with local vendors to develop marketing materials in accordance with PMI brand guidelines if suitable materials are not available in the Marketing Portal
- Plan and purchase print and digital advertising
- Monitor, optimize, and analyze all marketing and communications activities
- Submit information to PMI's communications department regarding chapter activities for possible publication in PMI Today (PMI's monthly membership newsletter) when deemed appropriate
- Consult and collaborate with all members of the board to coordinate the communication needs of the chapter
- Create and distribute public relations communications to local media outlets (e.g. local newspapers, radio stations, and television) and manage local media inquiries
- Collaborate with website/technology officer to provide website content and provide input into website design

- Collaborate with local businesses and academic institutions, where appropriate, to publicize the chapter and PMI
- Monitor and coordinate branded presentations to external stakeholders, including sponsors and other organizations interested in the activities of PMI
- Maintain relationships with existing sponsors for continued revenue generation to fund the chapter's activities
- Manage the chapter's approved marketing and communications budget, in cooperation with the finance officer
- Develop and implement succession and transition plan