



Symposia – Lead – Marketing [Communications and Advertising]

Created / Updated: 07/05/2020

Description

Promote the Symposium through multiple channels; manage creation and printing of Symposium brochure.

Program Goals – Work with the Director of Symposia to:

- Execute the Symposium as a high-quality and cost-effective event.
- Ensure that the Symposium generates positive revenue for the chapter.
- Support the programs and mission of PMINYC.

Responsibilities - includes but is not limited to:

- Traditional Media Promotion
 - Local Publications
 - PMI Publications
 - Partner Organizations (Website, email Blast etc.)
- Web Page
 - Symposium
 - PMI's
- Social Media Promotion
 - LinkedIn
 - Facebook
 - Google+
 - Twitter
- Event Brochure
- Save the Date Message Content
- Registration Message Content
- Maps / Signs
- Prepare and submit budget (if any) to Keadership
- Coordinate reimbursements
- Create role descriptions for their unit and recruit 1 volunteer



Reporting & Communications Structure:

- This position reports to the Director of Symposia - 2021

Anticipated Benefits to Volunteer:

- Earn PDU's
- Build strong networking relationships
- Produce documentable career-enhancing achievements

Position Requirements

Skills Required

- Project Management
- Event Management
- Strong leadership & communication skills.

Commitment Required

- Commit to holding the position for no less than 1 full Symposium cycle.
- Minimum of 20 hours per month.