



Vice President (VP) of Marketing

Position: VP of Marketing	Expected Duration: 2 year term
Reporting to: PMICAC Board	Expected # PDUs: 24-192
# Positions Open: 1	Last Revised Date: 07/21/2020

Position Overview: Ensures that all PMI Central Alabama Chapter (PMICAC) activities are promoted to the members to increase participation, awareness, and benefits of being a member.

Essential Job Functions: The VP of Marketing shall create and maintain PMICAC's marketing plan; work with the board and committees on the development of marketing materials and oversee marketing activities; and ensure compliance with government regulations related to marketing and advertising activities.

Works with VP of Communications, VP of Education, and VP of Special Programs to promote upcoming activities surrounding the chapter and community, educational courses and certifications being offered, as well as PMICAC events. Works with VP of Finance for annual budgeting and marketing material income and expenses. Updates and manages chapter marketing plan.

This position description is not intended to be all-inclusive. Volunteer may perform other related duties as negotiated to meet the ongoing needs of the organization. PDUs will be awarded commensurate with the activities performed.

Expanded Job Functions: Provide support at Chapter meetings, chapter events, and Professional Development Day

Skill Requirements: Some knowledge in Photoshop, Final Cut Pro, Illustrator or other marketing software/ knowledge with visual communication principles /familiarity with content management systems / strong verbal and written communication

Other Skills/Abilities: Basic PM skills

Expected Time Requirements: 1-2 hours/month with potentially 4-6 hours/month in preparation for and during the Professional Development Day