



Vice President (VP) of Marketing

Position: VP of Marketing	Expected Duration: 2-year term
Reporting to: PMICAC Board	Expected # PDUs: 25 max. Per cycle
# Positions Open: 1	Last Revised Date: 6/18/2023

Position Overview: Elected or appointed volunteer responsible for chapter-based marketing activities to increase awareness of both the chapter and the PMI brand within the territory. The volunteer will develop and execute an integrated marketing 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. These activities shall be performed in accordance with chapter bylaws and PMI policies, brand guidelines and global marketing strategy.

Responsibilities:

1. Strategy and Planning

- Develop and implement an integrated marketing program aligned with the chapter's strategic objectives.
- Monitor, optimize and analyze all marketing activities according to defined KPIs.
- Develop and implement succession and transition plan for the role.

2. Execution

- Ensure brand consistency within the chapter to PMI's brand positioning by reviewing chapter website, communications and marketing materials.
- Gain access to PMI's Marketing Portal and review regularly to identify useful PMI-provided marketing 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.
- Monitor and coordinate branded presentations and messaging to external stakeholders and other organizations interested in PMI products and services.
- Coordinate and organize presentations to chapter members, for use at chapter events and other opportunities.
- Maintain relationships with existing sponsors for continued revenue generation to fund the chapter's activities and events.
- Support the events teams with brand and PMI messaging to ensure consistency across the chapters' representation.
- Plan and purchase print and digital advertising and coordinate with communications and social media.



3. Collaboration

- Create and execute annual marketing plan with detailed activity calendar including but not limited to messaging, email, advertising (and sponsorship), events, web updates, newsletters, social media content, goals and KPIs.
- Collaborate with local businesses and academic institutions, where appropriate, to publicize the chapter and PMI.
- Use best practices in marketing to promote the chapter and its activities to members and the community at large.

Business Acumen 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

Power Skills:

- Public speaking/presentation
- Persuasion/motivation
- Ability and desire to stay informed of evolving marketing trends and resources



Expected Time Requirements:

Responsibility	Monthly Time Commitment
Develop and implement an integrated marketing program aligned with the chapter's strategic objectives	2-3 hours
Work with local vendors to develop marketing materials in accordance with PMI brand guidelines	1-2 hours
Manage Marketing financial budget	.5-1 hour
Develop and implement succession and transition plan for the role	1-3 hours
Use best practices in marketing to promote the chapter and its activities to members and the community at large	2-4 hours

Other job functions as determined by the PMICAC Board. This position description is not intended to be all-inclusive. The VP of Marketing may perform other related duties as negotiated to meet the ongoing needs of the organization. PDUs will be awarded commensurate with the activities performed.