# Marketing Role

Develop and execute an integrated marketing and public relations program to support member acquisition, member retention, event promotion, outreach activities, sponsorships and other related activities in alignment with the chapter’s strategic objectives. These activities shall be performed in accordance with chapter bylaws and PMI policies, brand guidelines and global marketing strategy.

**Responsibilities:**

1. Develop and implement an integrated marketing and communications strategy program aligned with the chapter’s strategic objectives
2. Monitor, optimize and analyze all marketing and public relations activities Create and distribute public relations communications to local media outlets (e.g. local newspapers, radio stations and television) and manage local media inquiries
3. Monitor and coordinate branded presentations to external stakeholders and other organizations interested in the activities of PM
4. In cooperation with Director of Membership & Volunteers and Director of Outreach, develop a Chapter brochure
5. Maintain a marketing kit that will be used to promote the Chapter, including:
   1. A 45 minute PowerPoint presentation / slide deck;
   2. Some posters that can be used to advertise Awareness Sessions;
   3. A Corporate marketing folder, including value statement;
   4. In cooperation with the Director of Membership and Volunteers, some new members kits, including a member’s brochure; and,
6. Coordinate and organize presentations to potential chapter, event and other sponsor
7. Publish articles in other organization’s newsletters (such as OTANS, CANS, MCAC, APENS)
8. Issue news releases to the media to disclose important information about project management, PMI, the Chapter, its events, etc..
9. Initiate and implement innovative ways of marketing the Chapter’s activities