

## **JOB DESCRIPTION**

The position of Marketing Director (chairperson) will help the White Mountain Chapter attain its goals of maintaining and increasing public, sponsor and membership involvement in Chapter-sponsored, activities while maintaining and marketing to encourage new members. This can be done through many ways, including promoting the club to the public, at club events and directing marketing efforts. The Marketing chairperson will also work closely with other department heads.

Position: *Marketing Chairperson*

Reports To: *Board of Directors; consultation from Marketing Partners*

Status: *Volunteer with board of directors approved expenses per by-laws*

### **Position Responsibilities**

Direct the organization's potential member and sponsor/advertiser outreach programs with guidance from Board of Directors, sponsors and general membership input. Be the driving force behind making the events and benefits of Chapter membership known and worthwhile. Encourage the growth of club membership.

**Recommended duties and responsibilities** include, but are not limited to:

1. Provide strategic recommendations for achieving marketing objectives on a chapter wide basis. Design, implement, and facilitate annual marketing plan for the organization. Support and facilitate development and implementation of chapter committee marketing plans.
2. Organize and expand sponsor relations
3. Obtains or creates materials and supplies for a successful marketing strategy
4. Support the feedback of public and membership input of Chapter activities

### **Standards**

Experience: Background in sales or public relations/speaking and a well-rounded understanding of the WMC and BMW CCA.

Preferred requirements: Must be able to work well with people at all levels in the organization with presentation and interpersonal skills. Be able to attend many events of various kinds to reach as many different types of individuals as possible and make this position a priority. Must be able to think "out of the box" and develop new forward thinking marketing strategies.

Special Skills: Any experience in software for document production including Microsoft Office products, Adobe, etc.