

PMI-CTT Volunteer Role Definition

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Role Marketing Coordinator

Reports to VP - Marketing

Description

Reports to VP of Marketing, Marketing Coordinator is responsible for the organization of marketing promotional materials and supporting the development and execution of the marketing programs. The role's activities include:

- Assisting in developing and documenting a marketing and promotional plan and strategy for the chapter
- Identifying opportunities to promote the chapter at community events, project management gatherings, and in professional publications
- Managing the preparation of promotional materials for display at professional events
- Managing the development of, and the library of, approved PMI and/or chapter materials that can be used by other members of the board in their communication activities
- Working with the leadership team and other chapter teams to identify marketing opportunities and marketing needs
- Assisting in maintaining a list of organizations and contacts for marketing chapter events
- Sourcing and maintaining a list of promotional material vendors for the chapter
- Attending promotional events in the community as needed
- Always represent the PMI-CTT in a professional manner and protect the PMI-CTT brand

Skills and Experience

- Demonstrated organizational abilities and leadership attributes
- Strong written and verbal communication skills
- Experience with marketing and branding concepts and programs
- Good team player
- A PMI-CTT member in good standing is preferred.

Time Commitment

- The volunteer commitment is minimum a 1-year period
- 10-15 hours per month
- Attendance at some marketing events

Benefits

- Maintain PMI credentials by earning PDU units
- Lead to other leadership roles within the PMI-CTT Chapter
- Extensive networking opportunities with Project/Program/Portfolio Management professionals
- Extensive networking opportunities with professional organizations within the community