

PMI-CTT Volunteer Role Definition

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Role VP - Marketing

Reports to Board of Directors –
Marketing and Communications

Description

The VP of Marketing is a member of the PMI-CTT Chapter's leadership team. This role reports to the chapter Board of Directors and is responsible for increasing the awareness of the PMI-CTT's value and service within the community through the promotional events and the relationship building with other organizations. The role's activities include:

- Managing and developing a team of volunteers within the marketing domain, such as the Marketing Manager and the Marketing Coordinator.
- Developing the marketing budgets and the processes and procedures for marketing the chapter
- Developing and documenting a marketing and promotions strategy for the chapter
- Establishing branding standards and providing electronic versions for the chapter use
- Identifying opportunities to promote the chapter at community events, project management gatherings, and in professional publications
- Directing the preparation of promotional materials for display at professional events
- Developing and maintaining a library of approved PMI and/or chapter materials that can be used by other chapter teams
- Working with the chapter board and other chapter teams to identify marketing opportunities for promotional events and assisting in the development of marketing and communication materials
- Maintaining a list of organizations and contacts for chapter marketing events
- Directing the sourcing and managing of promotional materials for the chapter
- Attending PMI-CTT chapter leadership meetings and some promotional events
- Contributing to the chapter's strategic planning sessions
- Always represents the PMI-CTT in a professional manner and protects the PMI-CTT brand

Skills and Experience

- Demonstrated organizational abilities and leadership attributes
- Strong relationship building and communication skills

- Experience with marketing and branding concepts and programs
- An effective team player
- Must be a PMI-CTT member in good standing; a PMI certification holder is preferred

Time Commitment

- The volunteer commitment is minimum a 1-year period
- 10-15 hours per month
- Attendance at the chapter monthly leadership meeting

Benefits

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