
Role Marketing Manager

Reports to VP - Marketing

Description

Reports to VP of Marketing, Marketing Manager is responsible for managing marketing and promotional programs to increase the awareness of the PMI-CTT's value and service within the community. The role's activities include:

- Identifying opportunities to promote the chapter at community events, project management gatherings, and in professional publications
- Assisting in developing and documenting a marketing and promotional plan and strategy for the chapter
- Collaborating with the Marketing Coordinator and other chapter teams on the preparation of promotional materials for display at professional events
- Working with the chapter 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
- Assisting the Marketing Coordinator in sourcing and maintain a list of vendors for the chapter
- Issuing purchase order to selected vendors for marketing and promotional activities when support needed by the Marketing Coordinator
- 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 a minimum 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