

Western Michigan Project Management Institute (WMPMI)

2024 Board Nominations Job Description

VICE PRESIDENT OF MARKETING

ROLE DESCRIPTION: Elected volunteer responsible for marketing and public relations. The VP of marketing shall be responsible for developing marketing, corporate relations, and communication programs in accordance with chapter bylaws and policies.

ROLES AND RESPONSIBILITIES:

- Market and publicize the chapter within the community
- Develop an awareness of PMI's marketing tools and resources
- Develop and implement marketing campaigns to promote the chapter and its activities to members and the community at large Develop and implement a periodic marketing plan with a detailed marketing strategy to ensure chapter brand management Develop and implement the chapter marketing plan
- Create and disseminate the chapter's announcements, press releases and marketing activities
- Develop and distribute marketing materials, newsletter, etc.
- Facilitate chapter communications to external sources (local newspapers, radio stations and organizations) and share information with
- PMI and other PMI communities
- Keep the coherence between the marketing plan and the chapter strategic objectives
- Drive the chapter's advertisement process and ensure results Collaborate with local businesses to publicize the chapter and PMI Publicize the chapter and PMI through internal and external publications
- Oversee the relationship with the press and the relation with the public authorities, government bodies and non-governmental organizations
- Monitor and coordinate presentations to external stakeholders and other organizations interested in the activities of PMI Increase awareness of PMI and the chapter
- Maintain relationships with sponsors for revenue generation to fund the chapter's activities
- Coordinate and organize presentations to potential chapter sponsors, event sponsors and other sponsors
- Develop and implement succession and transition plan

AVERAGE HOURS PER MONTH: 20 HOURS

ROLE SPECIFIC SKILLS:

- Marketing Strategy and Development
- Marketing Plan Execution and Delivery
- Knowledge of PMI's Brand Strategy (Marketing Portal) Market Research Skills/Proficient use of Survey Tools
- Proficient Usage of Online Collaboration/Tools (e.g., Facebook, LinkedIn)
- Newsletter Tools
- Knowledge of Fund-raising Techniques

OTHER LEADERSHIP SKILLS:

- Public Speaking/Presentation Skills
- Excellent Writing Skills
- Ability to Delegate Effectively
- Negotiation Skill