

## 1 VICE PRESIDENT - MARKETING

The Vice President - Marketing is responsible for developing and implementing strategies that pro-actively market and promote the PMI SWMO Chapter, and the Project management profession.

Marketing and promotion crosses other Board portfolios including Programs, Membership, Certification and Professional Development.

### 1.1 KEY ACTIVITIES

In addition to the currently approved version of the Chapter's and Bylaws roles and responsibilities:

- Develop a Strategic Marketing Plan to effectively promote the Chapter and its activities, for endorsement by the Board and carry out the Plan
- Plan and co-ordinate advertising and sponsorship for Chapter membership, activities and special events
- Conduct membership survey on regular basis (once in 3-6 months) to collect feedback for improvements and ideas for growth
- Plan and co-ordinate the Chapter 's corporate strategy to business and government with regard to membership and promotion
  - Recruit Registered Company Coordinators (RCCs) for corporate outreach
- Establish and maintain an active corporate Chapter sponsorship solicitation drive
- Maintain Chapter relationships with other professional bodies
- Maintain sufficient supplies of PMI associated Chapter Marketing kits and associated Chapter materials and promotional items
- Plan and develop Chapter positive media relations with relevant media groups
- With the co-operation of other Board members, implement the awards program to show honor and distinction for professional accomplishments and Chapter participation
- Additional roles and responsibilities as agreed to by the Board

### 1.2 ROLES AND RESPONSIBILITIES

The Vice President - Marketing has the following additional responsibilities:

- Branding/Advertising - Develop and maintain organizations' awareness of the profession, the Project Management Institute and specifically, the PMI SWMO Chapter, and their value within the business community. Tasks include advertising in various media, both general and tailored PMI presentations to organizations plus use of Chapter website and Newsletter.
- Alliances/Relationships - Establish alliances / relationships with other professional organizations, major recruitment companies, emphasizing the value of PMI membership and PMP certification to the organization and the individual. This may include alignment with selected educational institutions.
- Sponsorship - Obtain sponsorship of events organized by the PMI SWMO Chapter e.g. Conferences, Workshops, Seminars, and Meetings.
- Advertisements – Drive the various advertising options for organizations through the PMI SWMO Chapter media and events.
- Liaison – Work closely with other PMI SWMO Chapter Officers and/or Directors to ensure that initiatives get maximum exposure to members and the project management community.
- Budget – Work closely with other PMI SWMO Chapter Officers and/or Directors to ensure that the Marketing budget is used prudently in the interests of the PMI SWMO Membership.
- Create and maintain a PMI Chapter 'Pack' for marketing our benefits and services. It is expected that a store of these packs would be controlled by the Marketing Director and held at the PMI SWMO Chapter office for use by all directors in co-ordination with the Vice President - Marketing.
- Co-ordinate resources for exhibitions including PMI SWMO Chapter Annual Membership meeting, Annual Project Management Awards and Global Congresses attended by PMI SWMO Chapter representatives.
- Develop an annual operating budget and forward to the Board for inclusion in the annual application for charter renewal.
  - Project committee expenses based upon historical activity and next year's anticipated expenses.

- Retention and archival of permanent records associated with the position
- In the absence of subordinate directors or sub-committee chairpersons, the Vice President – Membership is responsible for performing those respective roles and responsibilities.

### 1.3 TRANSITION PLAN

At the end of the term or in the event that a new Vice President – Marketing assumes responsibility for the role the former Vice President – Marketing will be required to review this section of the Handbook with the new Vice President – Marketing as part of the formal hand over. All files, documentation, and applicable information will be passed to the new Vice President – Marketing. When possible, the former Vice President - Marketing agrees to assist the new Vice President - Marketing for the first month of their term.

### 1.4 QUALIFICATIONS AND COMMITMENT

Time Commitment per month (average)

Averages 5-20 hours per month with some variance depending on annual event scheduling and activities

Important Qualifications or Skills

- Any PMI Certification, preferred but not required
- Project Management experience
- Experience/Exposure to marketing activities
- Excellent communication skills
- Excellent writing skills
- Project Management skills and good organizational abilities
- Good people skills
- Comfortable leading and facilitating events; public speaking

### 1.5 POSITION-SPECIFIC INFORMATION