

Director of Marketing

Role Description

The Director of Marketing is responsible for developing and implementing strategies that pro-actively market and promote the Tasmanian Chapter and the Project Management profession. Marketing and promotion naturally intersects with other Board portfolios such as Events, Education, Volunteering and Membership. The Director of Marketing is an Ordinary Board Member of the Association in accordance with the Chapter's Bylaws and Articles of Association. The Director of Marketing shall:

- Participate in the Board's annual strategic planning activities
- Develop and maintain Chapter campaigns that raise awareness of the profession, the Project Management Institute and specifically, the Tasmanian Chapter, and their value within the business community
- Undertake marketing and promotional tasks including advertising in various media, authoring and development and publishing of PMI presentations and promotional materials to the Chapter website, social media accounts, newsletters and other publications
- Drive the various advertising options for organisations through the Chapter media and events channels
- Work closely with other Tasmanian Chapter Board Members to ensure that initiatives get maximum exposure to members and the project management community
- Work closely with other Tasmanian Chapter Board Members to ensure that the Marketing budget is used prudently in the interests of the Tasmanian PMI Membership
- Perform the duties of (or work with) the Chapter webmaster and/or Chapter Social Media content manager to ensure online content is current and updates are provided in a timely manner
- Liaise with the other Australian/NZ PMI Chapters to communicate and publicise relevant inter-Chapter events
- Working with the Treasurer, develop and manage the budget pertaining to marketing-based activities

Expectations as a Board Member

The Chapter's business and operations are controlled by the Chapter's Board. As a Board member, you will be required to:

- Make decisions objectively in the interest of the Chapter
- Input into and execute the Chapter's strategy and policymaking
- Actively contribute to and assist the Board to advance the Chapter's mission, vision and execute its strategy
- Undertake any specific responsibilities or tasks requested by the Board, as required
- Encourage effective communication, collaboration and productivity within the whole organisation, especially among and between Board members, Chapter members, PMI and other stakeholders
- Provide strategic guidance and assistance as needed
- Participate in Board committees and task groups as needed

Estimated Time Commitment

Estimated volunteer hours: 5 to 10 hours per month

