



POSITION DESCRIPTION: MARKETING CHAIR

Purpose/Objective: The **Marketing Chair**, as a voting board member, will work with the board to achieve the public relations and marketing goals for promoting Chapter events, workshops, conferences, and membership.

Qualifications: The **Marketing Chair** must be a member in good standing and current with both National and Chapter dues.

Time Commitment: The approximate time commitment is eight hours per month, for a one-year commitment.

Responsibilities include:

- Work with board and marketing committee to develop Marketing Goals with strategies to meet chapter needs.
- Work with board to establish budget considerations for operating effectively.
- Engage a volunteer committee to develop and implement marketing strategies that support Marketing Goals.
- Coordinate with Education Chair to develop language to promote events/workshops.
- Post events on National's website for promotion and to initiate registration.
- Serve as Webmaster for GPA AZ website while working with board to screen and maintain timely information sharing.
- Engage members, attendees, and future members with a full array of social media.
- Coordinate with Membership Chair to best promote and engage new members.
- Be familiar with the National Marketing policies, procedures, and resources.
- Attend board meetings as determined by the group. Meetings can be in person, by conference call, or email.

Measure of Success: The **Marketing Chair** will meet the goals to promote the Chapter and GPA with consistent public relations and marketing processes.

Expenses: The **Marketing Chair** will be reimbursed for expenses incurred in performing his/her regular duties within a reasonable limit and as determined by the GPA AZ Board.

Benefits: The **Marketing Chair** will have a key role in the chapter's future, the opportunity to network on different levels, gain beneficial experience and skills, and act as a mentor to new members.