

February 14, 2017

Marketing Coordinator

APPOINTED BY: Regional Administrative Director
ACCOUNTABLE TO: Regional Administrative Director
TERM: 1 year appointment

Responsibilities:

- Develops and provides marketing and public relations programs that promote regional events, and membership growth and retention
- In conjunction with Finance Coordinator, designs and implements plans to market products that produce non-dues income
- In conjunction with the Membership Director and Resource Staff, plans and implements marketing and public relations programs to increase membership growth and retention
- In conjunction with the Regional Education Director and Education Resource Staff, designs and implements plans to market all regional events
- In conjunction with the Communications Coordinator, works on Web site
- Coordinates regional convention marketing efforts with CRC
- Maintains a database of media contacts
- Writes and distributes press releases and produces media kits
- Invites media to regional events and serves as onsite media contact
- Initiates media opportunities including on-air interviews and feature stories
- Maintains database of advertising contacts
- Designs, negotiates, and buys advertising in local media
- Sells advertisements in regional publications
- Meets with Administrative Resource Staff as requested

Each Resource Staff member is responsible for:

- Maintaining comprehensive records and forwarding materials to her successor
- Training her successor
- Providing budget information to the appropriate Regional Director as requested
- Contributing to, and implementing her assignments from, the Long Range Strategic Plan
- Maintaining contact with other regional and International personnel as appropriate
- Appointing additional staff to assist with the implementation of responsibilities, after consulting with the appropriate Regional Director

Position Expectations:

- Strong organizational skills
- Strong verbal and written communication skills
- Ability to work independently and within groups
- Problem-solving and decision making skills
- Working knowledge of media, and marketing strategies
- Ability to manage moderate stress in meeting deadlines and working with varying personalities
- Ability to attend regional events; some travel expected