**Video/Member Engagement Director**

**Description or summary (committee purpose)**   
The purpose of the Video volunteer position is to support the monthly events. These events are specifically geared towards providing opportunities for local Project Managers & Agilist recipients to learn about exciting topics relevant to the PMI talent triangle, to earn PDU’s. The Video Volunteer will be available to edit and upload the needed videos within 72 hours after the event is held. Other activities include audio & video editing of the backlog events and organizing them and making them available for our chapter members on the chapter website. Experience needed: Experience with editing videos and audio and technologies such as Zoom & YouTube and LinkedIn Live. Experience with podcasting tools a plus.

**Deliverables**   
• Edit and upload special marketing videos to the chapter YouTube account.  
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• Provide technical support for Linked in Live

• Collaborate with other teams to develop a comprehensive membership and marketing strategy  
• Identify and target new member segments for recruitment, in collaboration with other functions/departments.

• Collaborate with the Marketing Team to manage the sponsor program.  
• Collaborate with the Membership Team to retain current members.  
• Tailor communication eﬀorts and messaging to eﬀectively reach and engage with each target audience, by identifying target audiences and segmenting them based on specific needs and interests and keeping up to date with market trends.  
• Support in the development of marketing contents, and other forms of communication to members  
• Build and maintain relationships with PMICAC Marketing Team, PMICAC membership teams, PMI-CACs Chapter members, and partners.  
• Provide support to the PMICAC Board on membership engagement and retention.

**Duties**   
1. Downloading special event marketing videos and making them available for the chapter members within 72 hours of the event  
2. Clearing the video backlog and making them available on the chapter YouTube Channel  
3. Being proactive and collaborating with other volunteers to improve the processes  
4. Postproduction tasks to include Distribution of all media/content to applicable platforms.

5. Maintain media/content database.

Prerequisites

**Experience**  
0-1 years of video production experience

**Is membership required?**  
Yes

**Number of years as a member**

**Desired skill sets**  
• Internet and e-mail access essential