Marketing Director

**Description or Summary**

The Director or Marketing aligns with the VP of Marketing and is responsible for implementing and maintaining the PMI Central Alabama Chapter (PMICACs) Marketing strategy.

**Deliverables**

* Develop and execute an integrated marketing program to support member acquisition, member retention, event promotion, outreach activities, sponsorships, and other related activities in alignment with the chapter’s strategic objectives.
* Collaborate with a Marketing team to support PMICAC activities with volunteer awareness and training on marketing systems and tools.
* Collaborate with the Director of Sponsors to recruit Sponsors to support PMICAC.
* Ensure the sustainment of the marketing team through staffing, services, and maintaining a reasonable standard of care.
* Drive the PMI brand and the value of the project management profession for the chapter.

**Duties**

**- Report to VP of Marketing and provide monthly status on marketing activities**

- Develop and implement an integrated marketing and communications program strategy aligned with the chapter’s strategic objectives

- Collaborate with the PMICAC Board and Marketing Team to develop a marketing activity calendar including email, social media, and website/mobile.

- Use best practices in marketing and communications to promote the chapter and its activities to PMI CAC members and the project management community

- Become intimately familiar with the new PMI Global branding strategy and ensure the chapter branding team aligns accordingly

- Gain access to PMI’s Marketing Portal and use PMI-provided marketing/PR resources

- Collaborate with PMICACs Marketing Team and suggest improvements for all team members (Content Management, Branding, Partnerships, Communications, Social Media)

- Understand budgetary needs for all team members to create the team's yearly budget, including the need to produce physical assets (banners, tablecloths, giveaways, brochures, and other marketing materials) and digital assets (PowerPoint/word templates, etc.)

- Collaborate with the Director of Sponsors to work with local businesses, military and academic institutions, where appropriate, to build partnership/sponsorship relationships

- Collaborate with the Director of Sponsors to maintain relationships with existing sponsors for continued revenue generation to fund the chapter’s activities

-Collaborate with the VP of Marketing and the Director of Sponsors to recruit new sponsors and develop and distribute sponsor packages.

- Monitor and coordinate branded presentations to internal and external stakeholders and other organizations interested in the activities of PMICAC.

- Provide contingency support to the Marketing team and perform other duties assigned.

STRATEGIC AND BUSINESS MANAGEMENT SKILLS:

- Proficiency with, or Desire to Learn, Digital Marketing Tools, Including Email Marketing Platforms, Social Media Platforms, Web Content

- Working Knowledge of Communications Best Practices

- Understanding of Marketing Strategy, Tactics, Planning, and Delivery

- Working Knowledge of Best Practices in Marketing

- Excellent writing and editing skills

LEADERSHIP SKILLS:

- Public Speaking/Presentation Skills

- Persuasion/Motivation Skills

- People Management Skills

- Skilled in Strategic Planning & Process Execution

- Collaboration skills

Expected Time Requirement: 15-20 hours/month

Expected # of PDUs: 25 PDUs (maximum per cycle)