
Portfolio: Marketing

Reports To: PMINAC Board

Position Overview

Responsible for chapter-based marketing and public relations to increase awareness of the chapter and the PMI brand. Develop an integrated marketing and public relations program to support sponsorship, member acquisition, member retention, and event promotion. These activities shall be performed per the chapter bylaws, PMI brand guidelines, and global marketing strategy.

Details

Specific Duties:

- Develop and implement an integrated marketing and public relations program aligned with the chapter's strategic objectives.
- Create and execute marketing and public relations plans with detailed activity calendar including email, social media, advertising events, press releases, web updates etc.
- Use best practices in marketing and public relations to promote the chapter and its activities to members and the community at large.
- Gain access to PMI's Marketing Portal and use PMI-provided marketing / PR resources
- Work with local vendors to develop marketing materials in accordance with PMI brand guidelines.
- Collaborate with local businesses and academic institutions, where appropriate, to publicize the chapter and PMI.
- Develop and execute sponsorship strategy for the chapter.
- Maintain relationships with existing sponsors for continued revenue generation to fund the chapter's activities.
- Coordinate and organization presentations to potential chapter, event and other sponsors.
- Develop and implement a succession and transition plan.