

Director Marketing Liasons

Opportunity Details: 8518

Department

Chapters

PMI region or locale

Northern America

Coordinator name or Volunteer Engagement Liaison (VEL)

Name: Stephanie Dixon

E-mail: vpmarketing@pmihouston.org

Chapter name:

Houston Chapter

Subregion

Northern America

Country

United States

State/Province

TX

**Limit applications to local
volunteers only?**

Yes

Volunteer job category

Chapters

Type of interaction

In-Person and Virtual

Estimated time commitment

8 hrs/month + participation in various meetings and chapter events

Description or summary (committee purpose)

PMI Houston Marketing committee is responsible for chapter-based marketing and public relations to increase awareness of both the chapter and the PMI brand within the territory. The marketing team will develop and execute an integrated marketing and public relations program to support member acquisition, member retention, event promotion, outreach activities, sponsorships and other related activities in alignment with the chapter's strategic objectives. These activities shall be performed in accordance with chapter bylaws and PMI policies, brand guidelines and global marketing strategy.

Deliverables

See duties listed below.

Duties

- Assist in the development of the Marketing Plan for PMI Houston
- Recruit marketing managers to work with every functional VP of PMIH
- Communicate overall marketing needs of PMIH through functional marketing managers who work as liaisons between marketing and the rest of board.
- Evaluate Marketing needs for each area by working with functional managers
- Attend Marketing Committee meetings (virtual or face-to-face)
- Attend other functional Committee meetings as required
- Coordinate with VP Marketing and other Directors and committees as requested.

Prerequisites

Experience

Is membership required?

Yes

Number of years as a member

0

Desired skill sets

- Organized
- Self Motivated
- Excellent communication skills
- Collaborative spirit
- Interest in the workings of PMIH

Credential(s) and number of years required

N/A

Education and training

Additional Information ...

PDU's to be awarded

Volunteer PDUs can be earned hour-for-hour up to the limit of the Giving Back to the Profession category in the CCRS

Other recognition

Resume required?

Yes

Is interest category required ?

No

Interview required?

Yes

Travel required?

No

Amount of travel required

Volunteer may hold other roles while concurrently serving in this role

Yes

Other steps or action required?

Term limit for role

Start date of opportunity (mm/dd/yyyy)

NA

End date of opportunity (mm/dd/yyyy)

NA

Opportunity Type

Rolling

Opportunity Status

Active

Opportunity create date

10/24/2016

Opportunity update date

10/24/2016

Application open date

NA

Application close date

NA

Search keyword

Public Relations

Number of openings

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