

VP of Marketing

RESPONSIBILITIES & QUALIFICATIONS

General Expectations:

- Attend Monthly Board Meetings (2nd Wednesday of the month)
- Time – 1800–2100 hrs
- Submit meeting materials (including Monthly Status Report)
- Review materials from other portfolios
- Review portfolio budget
- Respond to emails within a typical business timeframe

Key Responsibilities:

- Responsible and accountable for Website (content), Newsletter, and Social Media
- Develop and execute a PMI OVOC Marketing Strategy in alignment with the chapter's strategic objectives, portfolio-specific needs, and in accordance with PMI brand guidelines
- Track Marketing statistics, to determine strategy effectiveness
- Management of Online Engagement Ambassadors team
- Review all content (Website, Newsletter, Social Media) to ensure quality and alignment with Brand Guidelines
- Prepare the Marketing budget

Qualifications:

- Strong written communication skills
- Past experience with Marketing Strategy
- In-depth understanding of LinkedIn, MailChimp, Hootsuite platforms an asset
- Website design experience an asset