



INLAND NORTHWEST CHAPTER

PMIINW Job Description:

Job Title: VP of Marketing

Job Term: 2 Years (Elected)

Opportunity Description:

This is an opportunity to develop and practice senior-level leadership and management skills while working with, and being coached and mentored by, the other members of the board. Participation will build strong networking relationships and result in documented career-enhancing achievements. Furthermore, there will be an opportunity to travel on behalf and for the benefit of the PMIINW board and chapter.

Position Description:

The VP of Marketing is a PMI INW Board position responsible for marketing the chapter and its events in the community. This position is a two-year term on the Board. The VP of Marketing owns the chapter website, social media presence, advertising, public relations, and sponsorship program.

Core Responsibilities:

- Maintain and update PMIINW.org with the latest content, including monthly event, exam prep, and professional development day announcements
- Draft, design, and send email announcements for events and chapter news using Mailchimp.com
- Maintain social media presence on LinkedIn and Facebook (or other platforms determined by VP of Marketing), posting meeting announcements and other curated content relevant to our members
- Develop flyers, handouts, PowerPoints and other materials as needed
- Maintain sponsorship program marketing collateral
- Prospect, identify, and secure meeting and PDD sponsors to meet annual sponsorship goal
- Manage marketing spend to budget
- Other duties as assigned

Time Commitment and Ground Rules:

- Contribute to making PMIINW an organization that people want to be a part of
- Attend board meetings - 2 hours monthly, required to be present, in person, and be prepared
- Carry out monthly operations responsibilities - 10-15 hours monthly
- Carry out event responsibilities (PDD, Exam Prep, etc) - varies
- May attend Region 1 Conference and / or LIM 3-4 days each (*required for President*)



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- Region 1 Presidents call - 1 hour monthly (*President only*)
- Contribute to the prioritization of PMIINW board efforts (on the execution of our tactical plan)
- Be accountable for achieving board goals and do what you say you will do
- Treat each other with respect
- Support collaborative decisions of the team even if you disagree individually
- Engage in honest and open communications at all times
- Do not jump to conclusions but rather ask for clarification
- Participate in each other's development as leaders of the chapter
- Celebrate the team and individual successes

Additional Notes:

The VP of Marketing can add additional responsibilities at their discretion and with approval of the board.

The VP may also solicit volunteers to support the above work. Volunteers may be given access to PMI systems and social media accounts; however, they should not be the sole administrator of any account, the VP of Marketing must always have access to and control of PMI INW social media content intellectual property. Volunteers under the VP do not have budget or contract signing authority.