

POSITION: Director of Marketing
TERM: Two years
TIME COMMITMENT: 12 - 15 hours/month

PRIMARY RESPONSIBILITY:

To assist in the management and direction of the organization in a manner that is timely and consistent with the goals and policies of POC, with emphasis on marketing and public relations.

MAJOR DUTIES:

The Director of Marketing will:

1. **MARKETING**

- Create and maintain a marketing plan aligned to the organization's strategic objectives.
- This includes but is not limited to: public relations, social media (in conjunction with the Director of Communications) brand management, and advertising, external communication vehicles, marketing collateral and national campaigns.

2. **PR**

- Liaise and manage the relationship with the public relations company.
- Recommend P.R. Company of choice, conduct negotiations, determine strategic plan, and determine special national promotions and related activities and co-ordinate training.

3. **WEBSITE**

- Direct the development of the POC website.
- Ensure needs are collected and prioritized against costs.
- Liaison with the Website Development Firm.
- Lead Website Redevelopment Task Force.
- Liaise and supervise the Website Manager and AF contact

4. **SOCIAL MEDIA**

- Provide strategic marketing recommendations to the Director of Communication on social media.

5. **ONGOING**

- Work with the Director of Communications to seek and leverage marketing content across multiple channels.
- Provide strategic direction to the Communications Lead on the National Conference and Director of Communication on POC POST.
- Work with the Director of Communications and the Director of Development to ensure consistency internal and external messaging.

REPORTS TO: President

DIRECT REPORTS: Public Relations Firm and Social Media Firm