

APICS DANBURY CHAPTER #242 – JOB DESCRIPTION – VP MARKETING

Main Duties/Responsibilities

1. Present Maintain Marketing Plan document, policies & procedures, Strategic Plan worksheets
2. Determine market segments and niche services; monitor trend changes
3. Determine resource requirements and provide input to Chapter budget and Strategic Planning processes
4. Create, adhere to, & monitor financial performance against Marketing Budget
5. Analyze effectiveness of Marketing Plan; develop methods for building local awareness
6. Stay current with free promotional materials available from Society
7. Facilitate any Marketing Committee meetings
8. Manage any Committee development (Recruiting/Mentoring/MoPs)
9. Coordinate sales presentations to potential customers
10. Research advertising or publicity methods; approve copy and formats
11. Respond to phone, email, or website customer inquiries; track requests to Marketing Campaigns Create & submit timely submissions for Newsletter & Website publicity
12. Present/distribute Marketing report at every BOD meeting
13. Marketing Plan at June transition meeting
14. Communicate closely with VPs of Education, Membership, and Programs to integrate efforts

Technical Requirements

1. Phone, Fax/Modem, E-mail, Internet
2. Access to computer with Microsoft Word, Excel programs
3. APICS C Manual: Effective Chapter Marketing S/N 01030
4. APICS C Manual: Chapter Public Relations S/N 01023
5. CBAR

Required Skill Set

1. Communication, Organization, Project Planning
2. Typing & Computer skills: Word processing, Spreadsheets, Graphs, PowerPoint, Internet downloading, Email Address Databases
3. Familiarity with APICS Body of Knowledge
4. Public Speaking & Presentation skills

Time Requirements

1. BOD meetings 1 x per month at 3 hours each 11 x per year
2. Transition meeting 1 x per year
3. District meetings - 3-4 weekends per year as scheduled
4. Professional Development Meetings 1x per month 5 – 8 times per year
5. 5 – 10 hours per month depending of level of chapter activity.