



Board of Directors Position Description

Position Marketing Director	Prepared By Eric W. Pesola	Date Prepared/Revised 11/05/2017 01/18/2018 Rev. 1
Duties <ol style="list-style-type: none">1. Attend all Chamber board meetings.2. Report on all marketing activities at the monthly Board meeting.3. Attend all Chamber general meetings.4. Read annually and become familiar with the <i>Bylaws</i> and <i>Member and Employee Handbook</i>.5. Recruit volunteers from the membership to form a committee to assist with assigned duties and activities.6. Manage and maintain the Chamber website, Facebook and Twitter pages, and any other digital media outlets.7. When necessary obtain contract services for technical advice and for maintaining the Chamber website and social media outlets.8. Prepare press releases of Chamber activities and coordinate story placement/coverage with local newspapers and other media.9. Prepare all content for social media posting.10. Coordinate with all committees and provide advice on marketing programs and activities, such as messaging, design, advertising campaigns, and expenditures.11. Attend as necessary any committee meeting when marketing activities and expenditures are being discussed.12. Review and approve all marketing programs and expenses proposed by any committee or other activity.13. Coordinate with the Membership Director and Chamber Coordinator to maintain the member directory database on the Chamber website.14. Coordinate with the Programs and Awards Director and Chamber Coordinator to post the annual grant application form on the Chamber website.		