

Position:	Revision:
Director of Marketing	07/01/07
Classification:	Appointment Method:
Chapter Officer	Appointed

DEFINITION:

The Director of Marketing of the Mid-Florida Chapter is responsible for marketing activities related to promoting APICS and the Mid-Florida Chapter events.

PRIMARY RESPONSIBILITY:

The Director of Marketing is primarily responsible for communications, advertisements, newsletter, and marketing APICS Mid-Florida Chapter.

SPECIFIC DUTIES:

1. Maintain marketing plan document, policies and procedures, and strategic plan worksheets to support the Chapter's strategic plan and to achieve the highest number of C-bar points.
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, and 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 APICS Headquarters.
7. Facilitate marketing committee meetings.
8. Manage committee development (Recruiting/Mentoring/Measure of Performance (MOP)).
9. Coordinate sales presentations to potential customers.
10. Research advertising or publicity methods; approve copy and formats.
11. Respond to phone, e-mail, or Web site customer inquiries; track requests to marketing campaigns; create and submit timely submissions for newsletter and Web site publicity.
12. Metrics to be presented and distributed at every BOD meeting to include, but not limited to, marketing report.
13. Present marketing plan at end of year transition meeting.
14. Communicate closely with Director of Education, Membership, and Programs to integrate efforts.
15. Coordinate with Board Members to obtain information for the newsletter.
16. Generate and transmit the chapter newsletter and any other messages as required by the chapter.
17. Oversee the Company Coordinator process.
18. Coordinate communications of events, education offerings, and other Mid-Florida Chapter activities.
 - a. This includes communications with other local professional organizations, such as, MACF, ISM, and IMA.

REQUIRED SKILLS/CAPABILITY:

1. Ability to work with the BOD
2. Communications ability including phone, e-mail, Internet
3. Access to computer with Microsoft Word, Excel, PowerPoint, Publisher and Access programs
4. President and President-Elect Chapter Leadership Handbook review
5. Willingness to learn how to run a nonprofit business
6. Leadership, motivation, delegation, teambuilding, communication, organization, project planning, negotiation
7. Familiarity with APICS body of knowledge
8. Public speaking and presentation skills
9. APICS Certification preferred.