

# Vice President of Marketing

## Head of Marketing Committee

The Vice President of Marketing shall be responsible for securing publicity and otherwise promoting the prestige and standing of AAF NEPA in the community. Additionally, the Vice President acts as the head of the Marketing Committee.

- Coordinate all communications efforts and help to direct the marketing committee Directors to get messaging out to members and the advertising community
  - Communicate and promote events, AAA submissions, membership opportunities, etc, primarily via email marketing, social media and other necessary avenues.
  - If no Committee Directors are appointed, assist with duties and responsibilities of Directors
- Promote the club as the leading voice for advertising in NEPA
- Work with VP of Membership + VP of Education to promote the value of membership
- Continue developing media sources to profile NEPA ad industry
- Assist with the creation of and send weekly membership newsletter
- Work with Club Achievement Director/Immediate Past President to gather the committee's work throughout the year to include in the Club Achievement books. (Use existing CA Books as a template and as a playbook and planning guide throughout the year).
- Act as the head of the Marketing Committee
- Prepare a monthly written report/updates. VP of Marketing is required to attend the monthly Board of Directors meetings. If unable to attend the board meeting, they will arrange for someone to sit in their place and give the report
  - Provide report to the Secretary 1 week prior to monthly Board of Directors meeting.