

1.1 Vice President Marketing & Outreach

The Vice President Marketing & Outreach is responsible for marketing and outreach to external agencies / stakeholders. The VP of Marketing and Outreach shall be responsible for developing relationship of chapter with Government, Corporate & Academia (all external stakeholders), marketing communication programs in accordance with chapter bylaws and policies.

Marketing and promotion crosses other Board portfolios including Professional Development, Membership, and Volunteers.

1.1.1 Skills & Experience Requirements

It is advised that the chapter members nominating themselves for this position should have Mandatory Skills, Professional working experience of 12 years or more and PMI volunteer experience of 4 years or more. It must be noted that this role demands on an average of 20 hours per month.

1.1.1.1 Mandatory Skills

- Marketing Strategy and Development
- Marketing Plan Execution and Delivery
- Knowledge of PMI's Brand Strategy (Marketing Portal)
- Market Research Skills/Proficient use of Survey Tools
- Proficient Usage of Online Collaboration/Tools (e.g., Facebook, LinkedIn)
- Newsletter Tools
- Knowledge of Fundraising Techniques

1.1.1.2 Other Leadership Skills

- Negotiation Skills
- Public Speaking/Presentation Skills
- Excellent Writing Skills
- Ability to Delegate Effectively

1.1.2 Roles and Responsibilities Summary:

1. Develop and implement a marketing plan in support of the chapter strategic objectives
2. Develop and implement marketing campaigns to promote the chapter and its activities to members and the community at large
3. Market and publicize the chapter within the community
4. Develop an awareness of PMI's marketing tools and resources
5. Facilitate chapter communications to external sources (local newspapers, radio stations and organizations) and share information with PMI and other PMI communities
6. Drive the chapter's advertisement process and ensure results
7. Collaborate with local businesses to publicize the chapter and PMI
8. Oversee the relationship with public authorities, government bodies and non-governmental organizations in coordination with Chapter President
9. Monitor and coordinate presentations to external stakeholders and other organizations interested in the activities of PMI
10. Increase awareness of PMI and the chapter
11. Develop and Maintain relationships with sponsors for revenue generation to fund the chapter's activities, and/or venue logistics for conducting chapter events.
12. Coordinate and organize presentations to potential chapter sponsors, event sponsors and other sponsors

13. Be responsible for appointment of AVP Marketing and Outreach, and Manager Outreach in distant chapter geographies each year, and provide ongoing accountability for their deliverables.
14. Develop and implement succession and transition plan