



Project Management Institute Portland Chapter

Volunteer Job Description

JOB TITLE	Annual Conference Marketing Communications Lead (2019)
JOB DESCRIPTION	<p>Job Overview</p> <p>This Lead volunteer is part of the AC Project Team and reports to the Director of the Annual Conference. With the support of the Sponsor and the Steering Committee, the Marketing Communications Lead is responsible for developing and implementing a multi-channel marketing and communications plan to meet the goals for the Annual Conference.</p> <p>Job Details</p> <p>Planning and Pre-Event Execution</p> <ul style="list-style-type: none">• Develop the Marketing and Communications Management Plan and activities schedule that rolls up to the overall Annual Conference Project Plan and agreed upon milestones. Collaborate closely with the Chapter's Marketing Portfolio in order to integrate the Annual Conference's marketing and communications needs with the ongoing Chapter's marketing strategy and calendar. Channels include print, e-mail blasts, newsletter content (e-mail), web page, social media.• Work with other volunteer leads to develop marketing content that follow the PMI brand guidelines.• Attend weekly or other agreed-upon project meetings as called by the Annual Conference Director or Sponsor.• Recruit and train necessary assistant and other volunteer team members to implement the activities of the Marketing and Communications Management Plan. Collaborate with the Volunteer Management Lead for proactive recruiting and onboarding. Create working charter with assistant and any volunteers working directly with the Lead in order to effectively communicate progress, delegate work, and resolve issues. Ensure volunteer hours are reported through TrackItForward system.• Determine and lead team meetings as appropriate. <p>Day of Event</p> <ul style="list-style-type: none">• Assist with social media presence during event in collaboration with operations team and App development• Manage any community media representatives on site• Ensure proper signage placement, ensures print brochures are on-site• Execute on any elements from the Marketing and Communications Plan for distribution of materials after the conference as necessary

	<p>Event Close/Follow-Up</p> <ul style="list-style-type: none"> • Clean up details, equipment returns, and storage of PMI items • Maintain ongoing log of Lessons Learned and participate in the Retrospective after the Conference • Compile final report for submission to the AC Director • Thank team of volunteers <p>Required Skills/Qualifications</p> <ul style="list-style-type: none"> • Marketing Communications experience required • Good interpersonal communication and prioritization skills. • Ability to work with other team leads and volunteers, influencing others to achieve results • Ability to develop plans and execute them to successful outcomes • Proficiency at Microsoft Office applications • Experience with events a plus <p>Career Benefits</p> <ul style="list-style-type: none"> • Add to your Project Management experience and exposure to the PMI community at large (great for those looking to complete an application for the PMP Exam) • Additional PDUs • Build your professional network as you engage with PMI volunteers • Increase your team leadership skills and experience • No cost attendance of annual conference
TIME COMMITMENT	<p>Job Duration 1 year with possibility of extension</p> <p>Estimated Hrs/Week Varies; may exceed 10 hours per week, except for the week of the conference, when it may exceed 10 hours per day.</p>
CHAPTER INFO	<p>PMI Portland Chapter membership required? (Asst Dir and above) Yes</p> <p>PMI certification required? No Which certification? (Fill in here)</p> <p>Portfolio Executive</p> <p>Division/Team : Annual Conference</p> <p>Team Leader's Name Sandra Koelle</p> <p>Chapter Leadership webpage - http://pmi-portland.org/about-us/leadership</p>
PDUs	<p>1 PDU per volunteer hour worked. See PMI.org CCRS information for details.</p>
TO APPLY	<p>Go to https://vrms.pmi.org, use Search Term (16971)</p>
QUESTIONS?	<p>Hiring Manager Name Sandra Koelle</p> <p>Title Director of Annual Conference</p> <p>Email annual_conf@pmi-portland.org</p>

