



Volunteer Job Description

JOB TITLE	AC Marketing Team Lead
JOB DESCRIPTION	<p>Job Overview</p> <p>This volunteer will oversee the team that establishes the marketing plan and develops and distributes all marketing collateral for the PMI Portland Chapter Annual Conference.</p> <p>Job Details</p> <ul style="list-style-type: none"> • Review lessons learned from prior year to assist in preparation. • Develop and lead marketing team dividing responsibilities among team members. • Create marketing plan with timelines; previous year's marketing plan may be used as a guideline. • Solicit sponsors for vendor displays/booths/tables the day of the event. • Determine graphics and printing needs, execute on those needs. • Develop, print, and deliver to event the day-of-event brochures that event attendees will use during the event. • Oversee printing and distribution of marketing collateral including the conference brochure. • Notify and distribute materials to PMI membership, regional chapters, TAO, SIGs, PSU, etc. • Verbally announce, as well as create and distribute marketing collateral during dinners, roundtable events, etc. • Report marketing team volunteer hours to Volunteer Team Lead and Annual Conference Director. <p>Required Skills/Qualifications</p> <ul style="list-style-type: none"> • Ability to manage a team of volunteers and work effectively with other internal teams. • Excellent communication, organization, and interpersonal skills. • Knowledge of marketing communication and social media best practices <p>Desired Skills:</p> <ul style="list-style-type: none"> • Proficiency in team leadership, executing against a prioritized task list in alignment with project objectives and schedule and budget constraints. • Experience with social media marketing campaigns. • Prior or current experience in marketing is deeply desired <p>Career Benefits</p> <ul style="list-style-type: none"> • This position provides the opportunity to add to your project management experience and exposure to the PMI community at large. • You will be building organization and people management skills. • You may attend the event at no charge and can use hours above the minimum required for free admission towards PDUs.
TIME COMMITMENT	<p>Job Duration 1 years</p> <p>Estimated Hrs/Week 2hrs/week average, but increases to 10hrs/week just before and during event.</p>
CHAPTER INFO	<p>PMI Portland Chapter membership required? Yes</p> <p>PMI certification required? No Which certification? (n/a)</p> <p>Portfolio Marketing</p>



Project Management Institute Portland Chapter

	Division/Team Annual Event Leads (and Registration Team) Team Leader's Name Carrie de Freitas Chapter Leadership webpage - http://pmi-portland.org/about-us/leadership
PDUs	1 PDU per volunteer hour worked. See PMI.org CCRS information for details.
TO APPLY	Go to https://vrms.pmi.org , use Search Term (9126)
QUESTIONS?	Hiring Manager Name Stephen Wilks Title President Elect (AC Executive Sponsor) Email srwilks@gmail.com