



Project Management Institute Portland Chapter

Volunteer Job Description Form

JOB ID	NA-
JOB TITLE	Director of Marketing Strategy, PMI Portland Chapter
JOB DESCRIPTION	<p>Job Overview –</p> <p>The Marketing Strategist works directly under the guidance of the VP of Marketing and is responsible for the development and delivery of a fully integrated marketing strategy for the Chapter.</p> <p>Career Benefits – This is a high profile position that can have a great impact on your career and the chapter as it interacts with all PMI Portland portfolios and other PMI principles worldwide. This position provides the opportunity to build your professional network beyond the local PMI local chapter and fine-tune your leadership and executive level abilities. In addition, this position is eligible for Chapter events discounts, and eligible for regional conference attendance at little or no cost.</p> <p>Job Details – Individually or through leadership of volunteer team:</p> <p>Responsible for actively participating in all Chapter marketing functions which include developing strategic initiatives, overseeing the execution of those initiatives, attending committee meetings and in general, conducting PMI Portland business in a professional manner. This position is critical for orchestrating the many professional events and programs marketing materials. Specifies duties include:</p> <ul style="list-style-type: none">• Implementation of the Chapter Brand strategy.• Communicate the role of the marketing team in the Chapter• Developing the marketing strategy for new and existing products• Overseeing implementation of the Marketing strategy - including campaigns, events, digital marketing, and PR.• Working closely with the other Chapter Portfolios enabling them to meet their objectives by providing them with appropriate tools, materials and presentations• Ensuring that the marketing objectives are implemented by the marketing team.• Work closely with other Chapter Portfolios team to define marketing materials and programs.• Undertake continuous analysis of competitive environment and trends• Research effective marketing techniques• Maintain the RACI matrix for the Marketing Portfolio• Develop and implement marketing campaigns to promote the chapter and its activities to members and the community at large.• Market and publicize the chapter within the community.• Develop an awareness of PMI's marketing tools and resources.• Create and disseminate the chapter's announcements, press releases and marketing activities.• Drive the chapter's advertisement process and ensure results.• Coordinate and organize presentations to potential chapter sponsors, event sponsors and other sponsors.• Prepare monthly status reports on activities and participate in marketing team meetings.• Attend dinner meetings and educational presentations as a way to promote and support chapter activities.



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	<ul style="list-style-type: none"> • Seek to promote and mentor chapter members that desire to volunteer as a way to develop/strengthen their project management skills while still providing the best professional development opportunity to the members at large. • Provide supervision to ensure development/improvements to procedure and process documentation for individual programs, events, and overall marketing activities are completed. • Provide support and guidance to directors, members and incoming marketing portfolio volunteers to ensure smooth transition for volunteer roles. • Follow Chapter bylaws, policies and procedures; strive to fulfill the Chapter's mission, values, and strategic plans.
ROLE-SPECIFIC SKILLS	<ul style="list-style-type: none"> • 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
REQUIRED SKILLS/QUALIFICATIONS	<ul style="list-style-type: none"> • Good public speaking and presentation skills are required. • The ability to delegate to others yet support them with consistent follow-through and attention to detail is critical for this position. • A strong desire to make a difference in the PMI community is essential. • Active membership in-good-standing in both PMI-Portland and PMI global is required. • A creative approach • Good organizational and planning skills • The ability to lead and motivate a team drive, motivation and initiative • The ability to work under pressure and to deadlines • The confidence to 'sell' your ideas • Attention to detail • Good business sense and budgeting skills • PMP certification is preferred.
JOB DURATION	Minimum 2 years
TIME COMMIT / WEEK	4 to 8 hrs / week
HOW TO APPLY	https://vrms.pmi.org/



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PDUs**	1 PDU per hour of volunteer service. Maximum 25 PDUs / 3-year cycle. A maximum of 8 PDUs for “working as a Professional”.
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