



Project Management Institute Portland Chapter

Volunteer Job Description Form

JOB ID	NA
JOB TITLE	Assistant Director of Content Marketing, PMI Portland Chapter
JOB DESCRIPTION	<p>Job Overview –</p> <p>The director of Content Marketing works directly under the guidance of the Directory of Content Marketing and is responsible for the support in the development and delivery of a fully integrated content marketing strategy for the Chapter.</p> <p>Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive members' action.</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>The Assistant Director of Content Marketing supports creation and facilitation of the development of marketing content and initiatives to drive member engagement at the direction of the Director of Content Marketing with product marketing direction from director of marketing strategist. Content may include, but is not limited to, written, digital, printed, presentations, audio, video or in-person delivery of (training) content</p> <p>Responsible for actively participating in all Chapter marketing functions which include developing content marketing 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">• Evaluate industry trends, as well as develop and implement ongoing content delivery strategy• Implement and oversee editorial, design, and development standards and resource materials• Develops and facilitates the development of marketing content utilizing outside resources where necessary and directed by the Director of Content Marketing. This applies to materials for, but not limited to, emails, eblast, advertising, packaging, displays, social media platforms, presentations, web sites, graphics, and printed material and in-person events.• Develops on-going business relationships with Chapter Portfolios by providing marketing content to support the needs Chapter Portfolios and the overall Chapter• Acts as creator and talent for primary demonstrations at major conferences• Maintains working knowledge of key competitive Chapter programs, technologies and features, and new industry-wide technologies that will impact the market environment in which PMI Portland Chapter competes.• Keeps up-to-date on latest presentation strategies, techniques and



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	<p>technologies.</p> <ul style="list-style-type: none">• Accurately communicates company and product messages in all content.• Prepares monthly status reports on activities and participate in marketing team meetings.• Attends dinner meetings and educational presentations as a way to promote and support chapter activities.• Seeks 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.• Provides support and guidance to directors, members and incoming marketing portfolio volunteers to ensure smooth transition for volunteer roles.• Follows 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">• Industry trends evaluation• Implementation of content delivery strategy• Implement and oversee editorial, design, and development standards and resource materials• Monitor that content is effectively deployed and represented on the required internal and external websites, as well as additional communications and marketing collateral• 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)
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.



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JOB DURATION	Minimum 2 years
TIME COMMIT / WEEK	2 to 4 hrs / week
HOW TO APPLY	https://vrms.pmi.org/
PDU^{**}	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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