

6. MARKETING COORDINATOR

1. **Appointment:**
A Marketing Coordinator is appointed by the management team of each Region or Area. She is appointed for a two-year term, and may serve no more than three consecutive two-year terms on the Regional/Area Management Team.
2. **Typical Duties:**
 - a. Develops and provides marketing and public relations programs that promote chapter and Regional/Area events, and membership growth and retention.
 - b. Plans and implements marketing and public relations programs to increase membership growth and retention.
 - c. Designs and implements plans to market events and products.
 - d. Works in coordination with the Membership Coordinator on membership growth and retention plans.
 - e. Works in coordination with the Events and Education Coordinators on marketing events.
 - f. Works in coordination with the Communications Coordinator on Regional/Area Web site and database design, implementation, and maintenance.
 - g. Maintains database of media contacts.
 - h. Writes and distributes press releases and produces media kits.
 - i. Invites media to regional events and serves as onsite media contact.
 - j. Initiates media opportunities including on-air interviews and feature stories.
 - k. Maintains database of advertising contacts.
 - l. Designs, negotiates, and buys advertising in local media.
 - m. Sells advertisements in Regional/Area publications.
3. **Responsibilities:**
Each Regional/Area Management Team member is responsible for:
 - a. Maintaining contact with appropriate staff members at International headquarters.
 - b. Maintaining comprehensive records and forwarding materials to her successor.
 - c. Training her successor.
 - d. Appoints staff to assist with the implementation of responsibilities as needed.