

Marketing Chair - Section Volunteer Position Description

General Description

To prepare and execute marketing plans to ensure that section programs, educational courses and other activities are publicized through a variety of means reaching the membership and local community in a timely manner.

Term

One year. Jan 1 to December 31.

Specific Duties and Responsibilities

- Work with Section Leadership Committee (SLC) to set goals/metrics to support the Section's Quality Management Process as they relate to section marketing activities.
- Report to the SLC on activities performed, status of performance against goals/metric set, etc. for section marketing.
- Communicate all section events to:
 - Local newspapers
 - Local radio stations
 - Local television community calendars
 - Section newsletter
 - Section website
 - ASQ events calendar
 - Quality Progress
 - ASQWire (weekly enewsletter; for larger conferences with a wide regional appeal expecting 200 or more attendees)
 - Quality Central (monthly enewsletter for ASQ non-member customers)
- Attend SLC meetings and regular membership meetings.
- Uphold Society Bylaws, Policies and Procedures, and Section Operating Agreement.

Qualifications

- Must be an ASQ member in good standing.
- Should possess strong marketing skills.
- Preferably will have some experience working with the media and other outlets.

Time Commitment

Approximately 2 hours per month (outside of SLC and membership meetings).

Resources

The following resources, and others, can be found in the Section Volunteer Community at <http://asqgroups.asq.org/sectionvolunteercommunity>

- ASQ Media Relations Information
- ASQ Branding Information
- Process Guides (eGuidelines)

The following resources can be found on www.asq.org. Sign in as a member.

- ASQ Image Center
- ASQ Volunteer Area (SharePoint site index, membership lists, internet liaison access, online officer entry, find a volunteer)