



ASTD Marketing Committee Descriptions

Director of Marketing

1. Schedule monthly committee meetings (blend of face-to-face and conference calls)
2. Report to VP Marketing with project status for each committee member and provide social media updates monthly
3. Sponsorships—investigate options to increase chapter revenue from sponsorships (college outreach, large corporations, current chapter members, consultants, etc.)
4. Researching possible advertising and promotional opportunities to broaden awareness of the chapter and of sponsorship opportunities
5. Networking with other chapters to generate ideas for sponsorships and sponsorship marketing
6. Analyze chapter attendance to identify potential sponsoring organizations
7. Target and develop relationships with potential sponsors
8. Maintain an on-going, bilateral relationship with chapter sponsors

Social Media Chairperson

1. Execute Social Media plan
2. Recruit and manage hosts (Facebook, Twitter, YouTube and LinkedIn sites, etc)
3. Report updates and project status to VP Marketing (communicate issues/concerns via email or phone as they arise) monthly
4. Consult with Marketing Chairperson regarding status of social media updates
5. Target and develop relationships with potential sponsors
6. Maintain an on-going, bilateral relationship with chapter sponsors

Social Media Hosts

- LinkedIn Discussion Host
 - Term: Rotates responsibility monthly
 - Responsible for posting 1-2 questions in the month
 - Responsible for facilitating discussion with the monthly hosted questions
 - Responsible for commenting on any member-posted questions
 - Target and develop relationships with potential sponsors
- Job Board Host
 - Term: Minimum 1 year
 - Collects job postings (Email on website)
 - Posts jobs to LinkedIn
 - Notifies Facebook and Twitter hosts to post update
- Facebook Hosts (At least 2)
 - Post information about upcoming events
 - Post photos and link to content from meetings
 - Post link to job updates



- Twitter Hosts (At least 2)
 - Monitor member streams, training streams
 - Retweet relevant posts from monitored streams
 - Post links to member content
 - Post links to relevant Facebook & LinkedIn content

Project Coordinator

- Coordinate sponsorship tables and marketing materials for current sponsors at each chapter meeting (inform Chapter Administrator & VP Programs) – see below for details
 - Communicate before/after the chapter event to ensure they are comfortable with the arrangements and probe for areas in which we can improve
- Support advertising & sponsorship efforts
- Assist committee in various efforts and projects
- Maintain an on-going, bilateral relationship with chapter sponsors