

Marketing Director, ARMA Edmonton Chapter

Responsibilities of the Director of Marketing include:

- Attend monthly board member meetings held once a month (approx. 1-2 hours)
- Facilitate networking opportunities with similar organizations
- Arrange for printing, packaging and distribution of printed marketing material and souvenirs
- Liaise with the Director of Education/Program, Director of Membership, and Director of Communications to ensure that all marketing initiatives are approached consistently.
- Devise and distribute sales and marketing strategies, such as advertisement sales in the quarterly newsletter and social media strategies for advertising the chapter.
- Establish and maintain regular contact with current advertisers to maintain customer relationships.
- Develop relationships with potential advertisers.

Identify and communicate marketing opportunities to the board as they come up