**Marketing and Communications (Vacant)**

Key Objectives in area of responsibility: Develop and implement a marketing and communications plan that increases awareness of ROC ATD mission, vision, value proposition and benefits.

Primary BOD Partnerships: President; VP Membership; VP Technology & Social Media; VP Professional Development

Key Strategies and Tactics/Activities to support achievement of Chapter Goal & Objectives:

* Recruit 2-3 committee members and help develop BOD succession plan, and train successor.
* Building community awareness of ROC ATD mission, vision, value proposition and benefits.
* Develop messaging & collaterals to communicate across different channels.
* Develop relationships with local media organizations.
* Send public relation announcements around events and programs.
* Explore new membership communication avenues with president’s team and membership.
* Oversee publication of weekly e-blasts promoting upcoming events.
* Outreach to corporate organizations to support professional development and membership initiatives.
* Work with Membership to develop recruitment campaigns: Member referral; corporate membership; Expired/lost membership, sponsorship, and student members.