

# Role description - DAL, marketing and communications

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## Key responsibilities:

- Represents and is the voice of:
    - the marketing and communications function on the chapter board: providing guidance, ensuring chapter compliance with HBA branding standards and marketing policies, aligning and prioritizing cross-functional collaborative activities and reporting functional updates during board meetings.
    - their chapter on regional COE meetings, to provide local feedback/initiatives and learn of key regional and HBA Central updates
  - Plans and implements chapter marketing, event promotion, communication and social media goals and plans in support of the region and chapter objectives
  - Builds and manages robust committees through recruitment, on-boarding, mentoring and performance management. Ensures committee members have the tools, resources and training needed for success. Strives to professionally develop their committee members with an eye to leadership potential and succession planning.
    - Committees:
      1. Chapter event promotion
      2. Chapter marketing
      3. Chapter communications
      4. Social media
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