

# Role description - President, Marketing and Communications

Last Modified on 03/31/2023 10:55 am EDT

Responsible for alignment and compliance with HBA brand and marketing strategy across the region, traditional and social media; and ensures chapter and regional committees have appropriate training, tools and support for communication and marketing activities.

- Responsible regional marketing, PR, media budget.
  - Manages Regional Directors responsible for regional communications, regional marketing campaigns and regional event marketing.
  - Overarching responsibility for Operational Excellence in chapters for member communicators and event promotion.
  - Oversees media relations strategy across region if/as needed
  - Ensures region-wide understanding, access to and compliance with HBA's brand book, marketing strategy, policies and procedures.
  - Responsible for maintaining the master calendar of communication, marketing and promotional activities in the region.
  - Provides graphic design and copywriting support to committees if/as needed.
  - Works across regional council to ensure understanding and alignment HBA's marketing strategy, positioning, messaging, plans, priorities.
  - Ensures the regional perspective is well represented on the Global Marketing and Strategic Communications councils.
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