

Marketing regional director role descriptions

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Role description - President, Marketing and Communications

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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Role description - regional director, communications

The Regional Communications Director supports all regional communications efforts, including annual communications strategies and developing, writing, and submitting content for regional announcements, news, and other updates. Reports to the regional Marketing and Communications President.

Regional Director role responsibilities

- Maintains a committee (or committees) of volunteers to assist with strategy-setting, planning, and activity implementation to deliver on committee expectations.
- Collaborates with regional Engagement committees to identify and satisfy specific volunteer needs; actively invites members from across the region (and beyond) to participate on their committee.
- Ensures all committee members are trained and have access to required materials for their role. Ensures committee members deliver on committee expectations with high quality and professionalism and ensures committee volunteers comply with all HBA standards and policies.
- Aligns committee planning, goals and activities with other relevant regional committees, chapters and HBA central.
- Establishes committee meeting frequency, defines participation expectations and chairs committee meetings.
- Attends to succession planning, developing the next wave of committee or regional leaders.
- Participates in department, chapter and/or regional meetings as needed to ensure alignment of activities.

- Actively participates on functional calls with HBA staff and ensure information is shared with committee promptly.
- Manages committee budget, where appropriate
- Responsible for reporting committee plans and status and data to department President.

Communications responsibilities

- Responsible for developing any annual communications strategies
- Supporting promotion of all regional events and programs through communications and social media dialogue
- Works with chapters to collect email submissions, consolidate and refine, and send to HBA Central for publishing
- Maintains regional website content for region and chapters, ensuring content is timely, relevant and engaging.
- Leverages HBA marketing tools, messaging, brand to increase awareness, interest and engagement in region.
- Works with HBA Central to drive improvements and innovation in communications
- Provide writing / content for regional announcements, news and updates.
- Ensure region is well represented in HBA Central communications.
- Support innovative use of site for communications and marketing.

Time requirements

Regional leaders spend time a) managing their designated committees, b) participating on their designated leadership team, and c) interacting with other leaders in the same role across the association.

Roles generally require about 10 hours per month. Estimated activities are as follows:

- 4-6 hrs per month managing their committees: setting and reviewing plans and progress, coaching leaders, ensuring volunteers are trained and ready for their role
- 2 hrs per month in Board or department leader meetings: sharing and coordinating plans and progress; longer-term planning and budgeting
- 1-2 hrs per month interacting with their role peer group: sharing innovations, discussing new policies and best practices

Role description - regional director, marketing

The Regional Marketing Regional Director supports all marketing needs, including regional event and program promotion, content development, and media strategy. Reports to the regional Marketing and Communications President.

Regional Director role responsibilities

- Maintains a committee (or committees) of volunteers to assist with strategy-setting, planning and activity implementation to deliver on committee expectations.
- Collaborates with regional Engagement committees to identify and satisfy specific volunteer needs; actively invites members from across the region (and beyond) to participate on their committee.
- Ensures all committee members are trained and have access to required materials for their role. Ensures committee members deliver on committee expectations with high quality and professionalism and ensures committee volunteers comply with all HBA standards and policies.
- Trains and supports chapters on all things marketing related: branding, policies, SOPs, etc.
- Aligns committee planning, goals and activities with other relevant regional committees, chapters and HBA central.
- Establishes committee meeting frequency, defines participation expectations and chairs committee meetings.

- Attends to succession planning, developing the next wave of committee or regional leaders.
- Participates in department, chapter and/or regional meetings as needed to ensure alignment of activities.
- Actively participates on functional calls with HBA staff and ensure information is shared with committee in a timely manner.
- Manages committee budget, where appropriate
- Responsible for reporting committee plans and status and data to department President.

Marketing responsibilities

- Responsible for marketing and promotion for all regional events (i.e. Mentoring program, Affinity group initiatives, regional conferences).
- Responsible for marketing and promotion for HBA flagship events (i.e. WOTY, Annual Conference) with the region.
- Leverages HBA marketing tools, messaging, brand to increase awareness, interest, and engagement in region.
- Creates marketing and promotion content for regional conferences
- Trains and supports chapters on Lucidpress graphic design platform
- Works with HBA Central to drive improvements and innovation in marketing

Time requirements

Regional leaders spend time a) managing their designated committees, b) participating on their designated leadership team, and c) interacting with other leaders in the same role across the association.

Roles generally require about 10 hours per month. Estimated activities are as follows:

- 4-6 hrs per month managing their committees: setting and reviewing plans and progress, coaching leaders, ensuring volunteers are trained and ready for their role
- 2 hrs per month in Board or department leader meetings: sharing and coordinating plans and progress; longer-term planning and budgeting
- 1-2 hrs per month interacting with their role peer group: sharing innovations, discussing new policies and best practices

Role description - regional director, social media and PR

The Social Media and PR Regional Director supports all regional marketing and communication needs through the use of social media platforms as well as media relations strategy and implementation. Reports to the regional Marketing and Communications department President.

Regional Director role responsibilities

- Maintains a committee (or committees) of volunteers to assist with strategy-setting, planning, and activity implementation to deliver on committee expectations.
- Collaborates with regional Engagement committees to identify and satisfy specific volunteer needs; actively invites members from across the region (and beyond) to participate on their committee.
- Ensures all committee members are trained and have access to required materials for their role. Ensures committee members deliver on committee expectations with high quality and professionalism and ensures committee volunteers comply with all HBA standards and policies.
- Aligns committee planning, goals and activities with other relevant regional committees, chapters and HBA central.

- Establishes committee meeting frequency, defines participation expectations and chairs committee meetings.
- Attends to succession planning, developing the next wave of committee or regional leaders.
- Participates in department, chapter and/or regional meetings as needed to ensure alignment of activities.
- Actively participates on functional calls with HBA staff and ensure information is shared with committee promptly.
- Manages committee budget, where appropriate
- Responsible for reporting committee plans and status and data to department President.

Social Media and PR responsibilities

- Leverages social media to raise awareness and interest in HBA in the region and to promote local and regional events.
- In alignment with HBA Central's social media strategy, this committee defines and implements the social media strategy for the region and works with chapters on tactical implementation.
- Ensures at least one committee member participates in the global Digital Innovators council
- Acts as Social Media subject matter expert in support of chapter social medial efforts; may offer volunteer training to raise social media expertise among volunteers.
- Ensures all local social media activity is in compliance with HBA's brand and social media policies
- Actively engages in social medial dialogue.
- Works with Central to track social media metrics and impact.
- Works with HBA Central on media strategy, opportunity and innovations.
- Working with HBA Central, defines and implements media relations strategy for the region.
- Implements media strategy around signature events and conferences within the region.

Time requirements

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- 4-6 hrs per month managing their committees: setting and reviewing plans and progress, coaching leaders, ensuring volunteers are trained and ready for their role
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