

Role description - Summit MarComm Team Lead

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The Summit Marketing Team Lead supports the preparation and planning for the Annual European Summit. Reports to the VP, regional conferences and the ELS chair.

Responsibilities:

- Oversee all Summit marketing and communications to attendees & sponsors before, during and after the Summit
- Create 'Storytelling' to explain to members and non-members the benefits of attending
- Engages and consults with the MarComms staff, working closely and collaboratively with them. Seeks approval of all Marketing material and ensure publication on approved HBA channels.
- Engages and consults with the graphic designer, working closely and collaboratively with them, submits all marketing content and material in a timely fashion
- Developing the overall look/feel of Summit, and all promotional communications, to drive excitement and interest
- Assist in content development and submission for the Summit registration page, microsite, printed program and other materials
- Design any marketing material using Marq
- Engages & consults regularly with Summit chair and Summit team
- Ensures an efficient Marketing team structure is in place and that enough volunteers are in place to execute the Summit plan. Ensure that volunteers understand relevant policies and procedures
- Hold team members and stakeholders accountable in order to make sound and timely decisions
- Will use event and project management tools to ensure that every stakeholder has an excellent overview at all times.
- Provides guidance and support for the Marketing members, ensure coordination and collaboration among them.
- Can provide general overview of milestones and actions. Foster an environment where colleagues feel comfortable raising concerns and identifying risks.

Behaviours:

- Ownership & accountability
- Learner Mindset
- Create confidence & engagement among volunteers
- Role-model collective ownership

Time requirements: 10 hours a month
