

Marketing and communications department

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Dedicated to: regional marketing, communications and social media

Scope: strategic planning around regional marketing, communications, social media and PR; execution of regional event marketing, regional communications and all social media needs

Focus areas:

(Tasks for each sub-focus area s remain unchanged from current model until role assessment completion in early 2021 - see additional details [here](#))

Marketing: regional event/program marketing and best practices

Communications: region-wide communications coordination and content development

Social media: region-wide social media content development/posting and PR opportunities

See also role descriptions for:

- [President](#)
- [Vice president](#)
- [Regional director](#)
- [Regional committees](#)

