

# 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](#)

