

Guidance for Marketing and Communications Leads

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Building your team

- You are a leader of leaders – that is the most important part of your role. You cannot lead, however, without individuals on your team. You determine the strategy, your committee executes on that strategy. As a DAL, you are expected to:
 - **form and maintain committees** of volunteers
 - **actively invite members to participate on committees**.
 - Committees vary in size, structure, and levels of sophistication. The standard committees under the marketing and communications DAL are:
 - **Event promotion committee**
 - Works with **programming team** to implement event marketing activities which optimize event success
 - Provides sizzle and spice to event titles and descriptions
 - Drives interest in events before, during and after
 - Critical success factor for chapter programs
 - **Communications committee**
 - Provides writing/content for chapter communications using HBA website and/or chapter Community
 - Works with **regional communication team** to set schedule and cadence for chapter communications
 - **Social media committee**
 - Supports event promotion and chapter communications
 - Works with **regional social media team** to use various social media channels to create/increase awareness and buzz around chapter news, activities, events, recognition, awards, etc.
 - Aligns and coordinates social media activity with other chapters in region, regional marketing team, HBA Central marketing team and Digital Innovators committee
 - There is one committee lead on each of these committees, and they should have other committee members underneath them. These are the individuals who will execute the tactical elements and implementation of your strategy.
 - You define how often you meet with your committees and the delegation of work activities.

Finding your leaders

- You can never have too many and should always be prepared to have backups in place. Tapping on the shoulder is key.
- Begin with existing committees – who is still there? Who will continue? Who will step away?
- Advertise opportunities on your committee in your chapter’s monthly newsletter or on the HBA Community
- Ask for suggestions from your board
- Tap into your network – do you have colleagues, acquaintances that would be perfect for a role? Ask!

- Reach out to large groups on social media – use LinkedIn, Twitter, Facebook, wherever
- Attend HBA events – your own events are one of the best places to find and recruit new talent. Attend as many as you can with your eye open for individuals looking to get involved.

Supporting your team

- Develop one of your committee members as your successor. Think about succession planning early
- Share your knowledge/wisdom
- Help your volunteers identify an HBA career path and support it, even if it means moving off of your team
- Recognition goes a very long way

Supports in place for you

- Regional-level: Marcom President – this individual is responsible for strategic overview of all marketing and communications volunteers.
 - Marketing Excellence Regional Director – this individual is the Marcomm President's right hand, and is responsible for training chapter volunteers and filtering information from HBA Staff to the chapters.
 - HBA's marketing staff (marketing@hbanet.org) – can assist with specific member concerns, is available to assist when you are unable to reach the above individuals.
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