

MarComm Committee Roles and Responsibilities

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Marketing and communications director at large

- Leverages **and ensures committee members** leverage HBA marketing tools, messaging, and brand to increase awareness, interest and engagement in chapter

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
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