

Role description - President, Marketing and Communications

Last Modified on 03/26/2025 10:44 am EDT

Responsible for alignment and compliance with HBA brand and marketing strategy across the region, traditional and social media; and ensures chapter and regional committees have appropriate training, tools and support for communication and marketing activities.

- Responsible regional marketing, PR, media budget.
 - Manages Regional Directors responsible for regional communications, regional marketing campaigns and regional event marketing.
 - Overarching responsibility for Operational Excellence in chapters for member communicators and event promotion.
 - Oversees media relations strategy across region if/as needed
 - Ensures region-wide understanding, access to and compliance with HBA's brand book, marketing strategy, policies and procedures.
 - Responsible for maintaining the master calendar of communication, marketing and promotional activities in the region.
 - Provides graphic design and copywriting support to committees if/as needed.
 - Works across regional council to ensure understanding and alignment HBA's marketing strategy, positioning, messaging, plans, priorities.
 - Ensures the regional perspective is well represented on the Global Marketing and Strategic Communications councils.
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