

# Affinity Group Marketing and Communications Director Role Description

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***Responsible for all internal and external marketing and communications, promotional activities and graphic design, and developing a strategic marketing/communications plan for the Affinity Group and all activities.***

- **Using Marq, design materials for the HBA Community, events, social media, promotions, testimonials, award recognitions, volunteer leader highlights, etc.**
  - **Build marketing toolkits so that regions/chapters can assist in marketing global AG offerings and increase awareness locally; cross-promote chapter/regional events that might speak to your AG membership via social and HBA Community**
  - **Ensuring the integrity of the HBA brand/identity in all activities**
  - **Internal marketing: news articles, HBA Community posts, LinkedIn group posts, website updates, etc.**
  - **External marketing: using LinkedIn business pages, personal social media, and the Affinity Group hashtag, create social campaigns/teasers for visibility to drive back to the HBA Community; design strategies for others to amplify the AG messaging**
  - **Create a year-long marketing plan**
    - **Post with consistency and diverse content**
  - **Build a committee to assist in the execution of all marketing/communications tasks and initiatives**
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