

JOB DESCRIPTION FOR USLCA BOARD OF DIRECTORS

Individual Job Descriptions for USLCA Board Members

Position Title: Director of Marketing

QUALIFICATIONS:

The Director of Marketing should:

1. Sales/marketing/promotional experience.
2. Experience in writing and editing for publication.
3. Current IBCLC
4. Member in good standing for 2 years

TERM OF OFFICE;

1. The term of office is 3 years. May be renewed for a second term with the total term on the Board not to exceed six consecutive years.
2. The Director of Marketing may resign by submitting a letter of resignation to the BOD a minimum of thirty (30) days prior to the date of resignation.

DUTIES:

The Director of Marketing will be responsible to:

1. Maintain an overview of all association marketing activities
2. Implement marketing of all association events and functions
3. Coordinate social media messages for multiple platforms in accordance with USLCA's social media mission
4. Supervise and oversee development of USLCA publications, website and products to promote USLCA and the IBCLC, ensure compliance with USLCA graphic design guidelines/stylebook
5. Collaborate with USLCA Staff to ensure that USLCA display board and USLCA conference booth materials are updated and in appropriate condition
6. Coordinate USLCA advertising in USLCA digital newsletters, website and external publications
7. Write press releases as needed
8. Oversee publication of monthly newsletters on behalf of USLCA (Member Minute and Advocacy in Action)
9. Coordinate promotional activities with the USLCA Board of Directors in accordance with USLCA's strategic plan
10. Serve as BOD liaison to the Marketing Committee and provide leadership for Marketing Committee
11. Serve as BOD liaison to website editor

EQUIPMENT REQUIRED:

1. Computer with Internet and e-mail access.
2. Smart phone