

The Southern States Communication Association seeks self- or other nominations for the position of Marketing Director. Experience with strategic planning, newsletters, promotional materials, membership development and organizational branding are highly desirable. This is a volunteer position.

Interested parties are strongly encouraged to contact the Executive Director, Carl Cates, for details concerning these duties.

This is a multiple year commitment beginning after the 2011 Little Rock convention and serving through the 2014 convention.

All nominees must submit a letter accepting the nomination and responsibilities, a vita, and a brief document outlining the candidate's experience that is relevant to the Marketing Director's duties as specified explicitly and implicitly in the SSCA Constitution. These duties are listed below.

Electronic submissions of all materials are preferred. Please email packets and address questions to Dr. Carl M. Cates at ccates@valdosta.edu by October 1, 2010.

The Marketing Director is responsible for development, implementation, and evaluation of association marketing activities. These include, but are not limited to: strategic planning, preparing and implementing various marketing activities, membership development and maintenance, organizational branding, securing advertising, and expansion of state, regional, and national organizational awareness.

Specific responsibilities include:

Strategic Planning:

1. Identify marketing needs and/or opportunities for the association in conjunction with the Executive Committee
2. Set realistic goals for each year

Marketing Activities:

1. Work with the Executive Director and Executive Committee in design, production, and distribution of promotional materials including flyers, brochures, newsletters, and other collateral information
2. Develop and implement e-mail marketing campaigns and other special promotions in association with the Executive Committee
3. Attend various relevant meetings and act as a representative of the organization as directed by the Executive Committee

Membership Development and Maintenance:

1. Evaluate and assess membership trends and needs
2. Develop instruments and reports related to membership tracking and needs assessment

Funding:

1. Procure advertising for the annual convention program
2. Coordinate exhibits for the annual convention
3. Act as a liaison to convention exhibitors

Awareness:

1. Develop and implement campaigns to enhance association awareness at the state, regional, and national levels
2. Foster relationships with leaders of state, regional, and national communications associations
3. Identify underrepresented areas (local or state) within the association

Note: These duties were approved by the Executive Council at its March 28th, 2007 meeting in Louisville and by the membership at the Louisville Breakfast Business meeting on March 30th, 2007.