

Marketing Committee Committee Job Description

Adopted June 1, 2019

Description:

The Marketing and Communications Committee guides the Association's overall marketing and communications strategy to all stakeholders for the purposes of recruitment, program messaging, fundraising, awareness, and branding. The Committee collaborates with the Associate and Suppliers Council, the Board of Directors, and staff liaisons on key strategies, challenges, and needs in order to provide insight on membership recruitment, engagement, and retention. The Committee will implement initiatives for membership growth, promotions, and branding.

Time Required:

- Serve two-year term as a committee member
- Attend all regular committee conference calls
- Attend all regional membership events (as applicable)
- Attend the Annual Convention and Expo
- Attend at least one additional in-person committee meeting

Key Dates:

- Regional Membership Networking Receptions - Spring
- Fall Membership Recruitment Campaign – August
- Member Renewal Campaign - October
- Media Kit - November
- New Member Campaign - November

Volunteer Responsibilities:

Under the direction of the Chair and Co-Chair, a committee member shall attend all monthly committee conference calls, serve an active role in all discussions concerning the association, vote on all matters requiring majority approval, and represent the committee at all committee conference calls, the Annual Convention and Expo, and at least one in-person committee meeting.

Specific Responsibilities:

- Promote the benefits of NDA membership
- Oversee a consistent and active communication strategy
- As applicable, attend Regional Membership Networking Receptions to support and promote membership
- Answer questions regarding NDA's mission, objectives and structure and provide information regarding membership (e.g. dues, membership categories, etc.)
- Actively recruit new members and promote and encourage participation in NDA
- Follow up with new members through the Ambassador Program to provide additional information and act as a mentor to new members
- As needed reach out to those in your region or contacts who have not renewed their membership to determine why and encourage them to rejoin with the support and guidance of NDA staff
- Provide input and guidance on association brand and value proposition by target audience, as per the strategic plan
- Build on current brand and develop creative market outreach programs that will drive new partners
- Advise staff on strategies and development for various marketing communications channels and web presences including, electronic/social media (e.g. Facebook, Twitter, LinkedIn, etc.), newsletter, public relations, website and printed collateral

Staff Responsibilities:

NDA staff shall provide promotional and marketing expertise, event management, supplier negotiation, sourcing and contracting, and financial management. Staff will provide regular updates to the committee to ensure deliverables and budget goals are met.

Specific Responsibilities:

- Manage budget, project timelines, scheduling, marketing, and implementation of initiatives
- Create and send marketing communications via email, web and print
- Assess membership needs through instruments such as surveys and questionnaires or other methods suggested by the committee, and communicate member needs to the Board
- Work with the Chair to develop a plan of work that will allow the committee to effectively and efficiently implement marketing campaigns
- Work with the Chair to develop agendas and conduct effective meetings of the committee
- Provide administrative support, including but not limited to, planning and onsite execution of all committee meetings, sending out regular communications
- Work with the council Chair, other committee members, and Association staff to ensure that the work of the committee is carried forth between committee meetings
- Facilitate communication of council activities, including requests for action and/or proposed policies, to the Executive Director and Board of Directors
- Where appropriate, assist the committee in proposing campaigns that will further the goals and objectives of the Association
- Assess effectiveness of current and potential communications content, platforms and channels
- Implement relevant messaging and tools aligned with the strategic footings

Qualifications:

- Company is an active member of the National Demolition Association
- Interest in program development
- Ability to attract new and existing sponsors and exhibitors
- Experience with development of branding strategies
- Excellent written and verbal communication skills
- Leadership experience in other organizations, especially non-profit organizations

Appointment:

The President shall submit his recommendation for Committee Chair and Committee Membership to the Board of Directors for review and approval prior to the meeting of the Annual Meeting of the Board of Directors held at Convention.