

Volunteer Opportunity Description

Project Management Institute Pikes Peak Regional Chapter (PMI-PPRC)

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| Job Title | Vice President of Marketing (VMM Level: 4) |
| Reports To | President; Interacts closely with other VPs and Directors |
| Type of interaction (in person or virtual) | In Person and Virtual (when available) |
| Estimated Time commitment | Varies between 15-20 hours / month; more hours could occur depending on chapter events and marketing activities. |
| Description or summary of position | Elected volunteer responsible for marketing and public relations. The VP of Marketing is responsible for developing marketing and corporate relations programs in accordance with chapter bylaws and policies. |
| Deliverables | <ul style="list-style-type: none"> • Develop an awareness of PMI's marketing tools and resources • Develop and implement marketing campaigns to promote the chapter and its activities to members and the community at large • Create and disseminate the chapter's announcements, press releases and marketing activities • Develop and implement a periodic marketing plan with a detailed marketing strategy to ensure chapter brand management • Develop and implement the chapter marketing plan • Develop and distribute marketing materials, newsletter, etc. • Develop and implement succession and transition plan • Market and publicize the chapter within the community |
| General Duties and Responsibilities | <ul style="list-style-type: none"> • Facilitate chapter communications to external sources (local newspapers, radio stations and organizations) and share information with PMI and other PMI communities • Keep the coherence between the marketing plan and the chapter strategic objectives • Drive the chapter's advertisement process and ensure results • Collaborate with local businesses to publicize the chapter and PMI • Publicize the chapter and PMI through internal and external publications • Oversee the relationship with the press and the relation with the public authorities, government bodies and non-governmental organizations • Monitor and coordinate presentations to external stakeholders and other organizations interested in the activities of PMI • Increase awareness of PMI and the chapter • Maintain relationships with sponsors for revenue generation to fund the chapter's activities • Coordinate and organize presentations to potential chapter sponsors, event sponsors and other sponsors |
| Experience Qualifications and Requirements | <p>Need:</p> <ul style="list-style-type: none"> • Must be a member in good standing with PMI • Must be a member of PMI PPRC • Good communication and reporting skills • Good understanding of business processes • Familiarity with the value that PMI and PPRC provides Project Management Professionals • A willingness to bring new ideas for marketing program development and expansion |

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| Is chapter membership required? | Yes |
| Number of required years as a member | Minimum of 1 year preferred |
| Desired skill sets | <ul style="list-style-type: none"> • Excellent interpersonal skills • Excellent communication skills • Good facilitation / training skills • Marketing Strategy and Development • Marketing Plan Execution and Delivery • Knowledge of PMI's Brand Strategy (Marketing Portal) • Market Research Skills/Proficient use of Survey Tools • Proficient Usage of Online Collaboration/Tools (e.g., Facebook, LinkedIn) • Newsletter Tools • Public Speaking/Presentation Skills • Excellent Writing Skills • Ability to Delegate Effectively • Negotiation Skills |
| Credential type req. | None, however a PMP or other PMI certification preferred. |
| PDU's available for award: | Volunteer Service: <ul style="list-style-type: none"> • PDU category: E • 1 hour of service = 1 PDU • Refer to PMI PDU category limits for caps and limits associated with your certification |
| Resume required? | Yes |
| Interview required? | Yes |
| Travel required? | Yes. If selected, attendance at the Region 6 and LIM conferences are available. |
| Term limit for opportunity | Appointed to a 2 year term; renewable. |
| Activity/Time Reporting | No formal activity time reporting is required for the selected candidate. It can be voluntarily submitted via completing the 'Report PDU' activity report, which can be found on the 'myPMI' page on the PMI website. |
| Contact Information | President@pmipprc.org |
| Number of openings | 1 |