Marketing Committee Roles and Responsibilities

**Purpose:** Execute a marketing strategy clearly communicating and promoting CISEC’s mission in the industry.

**Board Responsibilities:**
- Develop and monitor a budget for marketing initiatives
- Communicate frequently with the committee chair keeping them abreast of what’s happening in the organization and feeding information to them
- Facilitate communication between staff, committee, and board

**Committee Chair Responsibilities:**
- Expresses the viewpoint of the Board of Directors to the committee discussion
- Schedule and send reminders for committee meetings
- Develop meeting agendas designed to get updates from committee team members with strategic goals, objectives, and strategies in mind
- Lead committee meetings keeping members on-task to make effective & efficient use of time
- Delegate tasks to be performed outside of committee meetings
- Nurture relationships with committee members ensuring that all members have well-defined and meaningful roles
- Establish ad-hoc teams as needed with clearly defined purposes
- Reach out to members with waning attendance
- Inspire, energize, and encourage committee members. Keep the committee’s mission and purpose in front of committee members consistently

**Committee Member Responsibilities:**
- Expresses ideas and provides input
- Actively engage in a specific aspect of the overall marketing strategy as identified by the marketing strategy outlined below
- Actively participates in meetings, contributing to the discussion, brainstorming and sharing innovative ideas
- Stays abreast of what’s happening within CISEC and within the marketing strategy
- Actively build relationships and explore opportunities for in-kind donations of printing and other marketing related services (such as Forester Communications and IECA)
Staff Responsibilities:
- Maintain marketing materials that are current, relevant, and consistent in design, message, and branding
- Update the social networking sites frequently
- Monitor the website and update, including content, calendar items, and photos
- Monitor the utilization of successful advertising
- Prepare text for monthly email blasts
- Submit training locations, dates, and times to IECA for posting on their website

Marketing Strategy

Public Relations
- Produce press releases for events (to announce in advance or after an event)
- Maintain a list of media contacts and proactively reach out to various media for coming events
- Reach out to various news editors with specific story ideas
- Compile data on CISEC outcomes, impact, and success. Work with staff to determine where to best disseminate this information. Help the organization to demonstrate the impact of what CISEC represents

Photography & Videography
- Photograph projects, special events, ceremonies, dedications, staff, registrants, and others on an on-going basis providing a steady stream of pictures for newsletters, email blasts, marketing materials, social networking sites, and the website

Newsletters
- Conduct interviews to develop news stories for the quarterly newsletter. Write and submit articles on a timely basis
- Obtain photos to be integrated into the newsletter
- Write creative, gripping copy for marketing pieces and develop attention-getting, emotion-evoking graphics while ensuring a concise, consistent, and informative message
- Produce the materials (brochures, posters, display boards, flyers, etc.) Obtain competitive bids and select vendors for marketing materials based on quality, design, and cost

Social Networking
- Continuously update CISEC’s social networking sites (Facebook, Twitter, and Linkedin) to reach a broad audience. Post news, event reminders and success stories
- Upload pictures, photos, and compelling stories to spike user interest, feedback, and participation