

MARKETING AND BRANDING CHAIR

JOB DESCRIPTION

BYLAWS OF ASSISTANCE LEAGUE® OF SALT LAKE CITY

Article 8.03 Appointive Standing Committees

(d)(3) This committee shall be composed of the Chair and members as deemed necessary to promote public awareness of the chapter and its activities, including development of the Annual Report, and marketing materials and review prior to distribution of all public written or electronic documents to ensure accurate information.

General Responsibilities of Marketing and Branding Chair

The Chair shall:

1. Attend Community Relations meetings in a voting capacity and submit required reports to the Second Vice President, Community Relations.
2. Conduct Marketing and Branding Committee meetings as needed.
3. Appoint Marketing and Branding committee members subject to Board approval.
4. Submit a proposed budget to the Second Vice President, Community Relations for the succeeding year.
5. Manage the Marketing and Branding budget and approve invoices and vouchers.
6. Maintain a Marketing and Branding procedure book and/or electronic records file and ensure important information is saved in the Master Data File.
7. Submit reports, including a year-end summary, to the Second Vice President, Community Relations, as requested.
8. Submit job description changes to the Second Vice President, Community Relations for coordination with the Bylaws committee in accordance with Bylaws 8.02 (f).

Specific Chair Position Responsibilities

The Chair shall:

1. Promote and maintain Assistance League of Salt Lake City's standards, reputation and image in all public communications material and events.
2. Create goals, objectives and initiatives to promote the chapter and chapter activities.
3. Oversee production of ALSLC's Annual Report. Coordinate the composition, publishing, and distribution of the chapter Annual Report to the community.

4. Review composition of content for the website and marketing notifications.
5. Appoint Social Media Administrator/s and oversee Instagram and Facebook content. Approve social media contractor/s' timesheets and submit to Treasurer prior to deadlines.
6. Oversee the composition and production of chapter flyers, brochures, signage, billboards and other marketing/communications public material.
7. Work with all chapter committees, auxiliaries and members to ensure review prior to distribution of all public written or electronic documents to ensure accuracy and proper use of Assistance League Standards for Written Materials (including use of registered trademarks and logos).
8. Organize annual review of the website and other written materials to ensure accuracy.
9. Be familiar with National Assistance League Standards for Written Materials.

Technology: Microsoft Word, email proficiency, internet search capabilities