

**PMI Portland Chapter
Marketing and Outreach Team Directorships
2007-08**

Contact information: vp_outreach@pmi-portland.org Greg Spehar, VP of Marketing and Outreach

Positions and job descriptions:

1. **Director of Marketing** - The director of marketing is responsible for managing the dinner meeting sponsor and newsletter advertisers to ensure that a positive relationship exists between them and PMI-Portland and that service is rendered per agreements.
 - a. Responsibilities:
 - i. Recruits advertisers and sponsors using meeting networking, referrals from other board members, follow-up with previous sponsors and advertisers
 - ii. Sends advertising/sponsor order form to potential customers or direct them to web link
 - iii. Maintains records of contact and obligations for sponsor and advertisers. Collaborative recordkeeping is on Google Documents and spreadsheets
 - iv. Coordinates placement of sponsor web content with chapter webmaster
 - v. Forwards orders for advertising and sponsorship to VP Finance for invoicing.
 - vi. Coordinates placement of ads with chapter newsletter editor.
 - vii. Forwards sponsor slides to Director at Large for use in networking hour slide show.
 - viii. May help advertiser coordinate with VP of Professional Development when advertiser wants to offer class discounts
 - ix. Sends reminders to advertisers and sponsors of obligations to submit materials
 - x. Submits monthly reports to VP Marketing and Outreach
 - b. Qualifications:
 - i. Position reports to VP of Marketing & Outreach.

- ii. All directors shall be members in good standing of PMI and the Portland Chapter.
 - c. Term of Office:
 - i. Appointed for one year.
- 2. **Director Newsletter Content Management** - Director of Newsletter Content Management works with Newsletter Editor (Operations) to generate the monthly newsletter and work with the Board to set strategy for the future. Produce newsletters with high quality content that is applicable to our membership mix.
 - a. Responsibilities:
 - i. Deliver content to Operations for Newsletter creation by defined monthly date
 - ii. Ensure all content locations have content for each newsletter
 - iii. Obtain content for publication by each of the newsletter deadlines
 - iv. Define a team to assess options to change the On-Line newsletter; Prepare and implement new look and feel format of newsletter by Fall 2007
 - b. Qualifications:
 - i. Position reports to VP of Marketing & Outreach.
 - ii. All directors shall be members in good standing of PMI and the Portland Chapter.
 - c. Term of Office:
 - i. Appointed for one year.
- 3. **Director Public Relations** – Increase public awareness of PMI GOC, the Portland chapter, and the profession of project management in order to increase value of membership.
 - a. Responsibilities:
 - i. Determine all periodicals to send PR
 - ii. Determine periodic communications
 - iii. Verify all outward facing communications
 - iv. Define the processes and procedures Public Relations
 - b. Qualifications:
 - i. Position reports to VP of Marketing & Outreach.
 - ii. All directors shall be members in good standing of PMI and the Portland Chapter.
 - c. Term of Office:
 - i. Appointed for one year.

4. **Director Corporate Jobs** - Ensure that hiring orgs have a good experience when they use the chapter's job matching services. Manage incoming request from companies wanting to hire a Project Manager
 - a. Responsibilities:
 - i. Manage incoming request from companies wanting to hire a Project Manager.
 - ii. Ensure requests meet chapter posting guidelines
 - iii. Ensure posting is maintained for the length of time specified by chapter guidelines manage incoming requests from members who would like to be notified of new job postings
 - iv. Ensure the requester is an active member of PMI-Portland
 - v. Ensure the request is removed when the member has found a position as defined by chapter guidelines
 - vi. Communicate to the corporate partners regarding the automated job posting process and software designed to automate direct updating of the jobs posting site
 - vii. Communicate new job postings to the PMI-Portland Chapter membership
 - viii. Record processes for use of job board and post to PMI-Portland website.
 - b. Qualifications:
 - i. Position reports to VP of Marketing & Outreach.
 - ii. All directors shall be members in good standing of PMI and the Portland Chapter.
 - c. Term of Office:
 - i. Appointed for one year.
5. **Director Website Content Management** - Director of Website Content Management works with Webmaster (Operations) to manage the monthly updates to the Website and works with the Board to set strategy for the future. They will produce website content with high quality that is applicable to our membership mix.
 - a. Responsibilities:
 - i. Deliver content to Operations for Website creation by defined monthly date
 - ii. Ensure all content locations have content for each link
 - iii. Obtain content for publication as needed
 - iv. Define a team to assess options to change the Website Format; Prepare and implement new look and feel format of newsletter by Fall 2007 or Spring 2008
 - b. Qualifications:

- i. Position reports to VP of Marketing & Outreach.
 - ii. All directors shall be members in good standing of PMI and the Portland Chapter.
 - c. Term of Office:
 - i. Appointed for one year.
- 6. **Director Corporate Outreach** – This position will work closely with companies within the Northwest Oregon and Southwest Washington Region to better the Chapter and promote Project Management.
 - a. Responsibilities:
 - i. Understand the trends in the needs of organizations for project management, and how PMI can better assist corporations within the context of corporate requirements for project managers within the NW Oregon and SW Washington marketplaces.
 - ii. Inform corporations on how project management can contribute to their company’s growth and management.
 - iii. Create investigatory projects to help better understand this would be a valid component of member turnover and, if validated, to identify and address root causes of this factor from a Corporate Outreach perspective.
 - b. Qualifications:
 - i. Position reports to VP of Marketing & Outreach.
 - ii. All directors shall be members in good standing of PMI and the Portland Chapter.
 - c. Term of Office:
 - i. Appointed for one year.
- 7. **Director Academic & Community Outreach** – This position will work closely with High Schools, Colleges and other community entities within the Northwest Oregon and Southwest Washington Region to better the Chapter and promote Project Management.
 - a. Responsibilities:
 - i. Define 2 events for Community outreach
 - ii. Define 2 events for Academic outreach
 - b. Qualifications:
 - i. Position reports to VP of Marketing & Outreach.
 - ii. All directors shall be members in good standing of PMI and the Portland Chapter.
 - c. Term of Office:
 - i. Appointed for one year.

8. **Director Excellence in Project Management Awards** – To serve as a working member of the EPMA Program Committee under the functional direction of the Project Manager. Their primary role is to develop a comprehensive communication plan in collaboration with the full committee then coordinate and lead the identified tasks.
 - a. Responsibilities:
 - i. Regularly attend and participate in Committee-agreed work sessions.
 - ii. Prepare Communications Plan. In collaboration with the full Committee, prepare a comprehensive communication plan to support all elements of the PEA Program.
 - iii. Implement Communications Plan activities. Coordinate and implement all components of the Communication Plan. [Note: it is the responsibility of this Communications Committee member to identify and bring in additional resources to assist if the work is more than one person can handle].
 - iv. Web site Content. Prepare, oversee, and manage all PEA information on the Web site and serve as the primary point of contact with Jani Hansen or other Web administrator.
 - v. Chapter Board Communications. Prepare monthly status reports for the Chapter Board. Provide any additional communication support needed by the PEA Board Sponsor/"owner" (e.g. President-elect).
 - b. Qualifications:
 - i. Position reports to VP of Marketing & Outreach.
 - ii. All directors shall be members in good standing of PMI and the Portland Chapter.
 - c. Term of Office:
 - i. Appointed for one year.