

Regional Director – Marketing

The Regional Marketing Regional Director supports all marketing needs including regional event and program promotion, content development and media strategy. Reports to the regional Marketing and Communications Center of Excellence (COE) President.

Regional Director role responsibilities

- Maintains a committee (or committees) of volunteers to assist with strategy-setting, planning and activity implementation to deliver on committee expectations.
- Collaborates with regional Engagement committees to identify and satisfy specific volunteer needs; actively invites members from across the region (and beyond) to participate on their committee.
- Ensures all committee members are trained and have access to required materials for their role. Ensures committee members deliver on committee expectations with high quality and professionalism and ensures committee volunteers comply with all HBA standards and policies.
- Trains and supports chapters on all things marketing related: branding, policies, SOPs, etc.
- Aligns committee planning, goals and activities with other relevant regional committees, chapters and HBA central.
- Establishes committee meeting frequency, defines participation expectations and chairs committee meetings.
- Attends to succession planning, developing the next wave of committee or regional leaders.
- Participates in COE, Chapter and/or regional meetings as needed to ensure alignment of activities.
- Actively participates on functional calls with HBA staff and ensure information is shared with committee in a timely manner.
- Manages committee budget, where appropriate
- Responsible for reporting committee plans and status and data to COE President.

Marketing responsibilities

- Responsible for marketing and promotion for all regional events (i.e. Mentoring program, Affinity group initiatives, regional conferences).
- Responsible for marketing and promotion for HBA flagship events (i.e. WOTY, Annual Conference) with the region.
- Leverages HBA marketing tools, messaging, brand to increase awareness, interest and engagement in region.
- Creates marketing and promotion content for regional conferences
- Trains and supports chapters on Lucidpress graphic design platform
- Works with HBA Central to drive improvements and innovation in marketing

Time requirements

Regional leaders spend time a) managing their designated committees, b) participating on their designated leadership team (e.g. Center of Excellence) and c) interacting with other leaders in the same role across the association.

Roles generally require about 10 hours per month. Estimated activities are as follows:

- 4-6 hrs per month managing their committees: setting and reviewing plans and progress, coaching leaders, ensuring volunteers are trained and ready for their role
- 2 hrs per month in Board or COE leader meetings: sharing and coordinating plans and progress; longer term planning and budgeting
- 1-2 hrs per month interacting with their role peer group: sharing innovations, discussing new policies and best practices