

Associate Vice President of Communications – Craft Marketing

- Oversee all Craft Marketing-related communication functions with the goal of increasing:
 - Event and sponsor awareness
 - Event attendance
 - Interest of potential speakers and sponsors

- Develop new tactics and concepts to keep marketing efforts fresh and innovative.

- Manage volunteers performing the following functions and lead/complete associated tasks:
 - Task creation and assignment for each event in Asana; communication through Slack
 - Graphic development
 - Work with volunteer to obtain all necessary images/sizes
 - Sponsorship fulfillment
 - Work with Sponsorship VP to obtain assets
 - Ensure placement in necessary platforms (could be email, social, banners, etc.)
 - Eventbrite web pages
 - Provide content and necessary information to volunteer; review upon posting
 - Online community calendars
 - Provide content and graphics; review upon posting
 - Blog development
 - Review/edit pre- and post-event articles and send to webmaster
 - Social media (Facebook, Twitter, and LinkedIn)
 - Develop post content and graphics
 - Provide board members with content for posting on personal social channels
 - Email marketing/newsletters
 - Request graphics, submit content
 - Google AdWords
 - Provide fresh content for ads
 - Create looping PowerPoint deck (upcoming events, sponsors, other important updates)
 - Videos and follow-up materials
 - Post pre-event videos on AMA YouTube channel
 - Post recorded Zoom meetings/webinars on YouTube channel
 - Create website landing page (or entry in CIAC) with video, blogs, etc.
 - Website updates
 - Ensure upcoming events are on amamadison.org homepage
 - Keep the Craft Marketing page up to date (upcoming events, swap out photos, etc.)

- Organize and lead a monthly committee meeting or conference call

- Attend a monthly in-person board meeting and 30-minute conference call