

# MARKETING COMMITTEE CHAIR

## Qualifications:

- Be a current member of PTA.
- It is preferred to have previously served at least one year on a Utah PTA Commission or Committee.
- It is strongly recommended to have served one term on a local or council PTA board.
- Be familiar with and knowledgeable about marketing and advertising processes and procedures.
- Have a working knowledge of parliamentary procedure (use Robert's Rules of Order), the bylaws, and standing rules.

## Job Description:

1. Know and support the mission of Utah PTA.
2. Utilize and update position procedure book and other materials and be ready to pass on to successor.
3. Review and update website pages related to this position on a regular basis.
4. Serve as a member of the Utah PTA Board of Managers under the direction of the President.
5. Organize and chair the Marketing Committee.
6. With the help of the Marketing Committee, recommend and coordinate ideas and processes to efficiently and effectively market Utah PTA.
7. Coordinate with other board members and staff to market programs and events of Utah PTA.
8. In coordination with the Marketing Committee utilize opportunities and maintain a presence at community events that support the mission of Utah PTA.
9. Serve as a member on committees of community organizations as requested and by approval of the Utah PTA president.
10. Serve on subcommittees within the scope of the position, as well as on other committees as appointed or invited.