

Director, Marketing & Communications Position Description

Position Purpose:

This position serves as a State Officer reporting to the President and plans, enhances and implements processes to ensure SIR communications are clear, concise and relevant and marketing meets the strategic requirements of a SIR one voice strategy.

The position has a term of one year; January 1st thru December 31st. Directors are elected or re-elected at the SIR Annual Meeting in August for the upcoming year. Currently elected Directors or new applicants are encouraged to campaign for this position in the areas they would represent on the State Board. Namely, for this position: Current State Board members, State committee chairmen and all Area Representatives to validate clear, concise and relevant communications and marketing efforts were or would be effective.

Support Organizations:

The Chairmen of the Marketing & Communications Committee, SIR Happenings, State Newsletter and State Advisor relative to message distribution clarity and consistency.

Principal Responsibilities:

- Serve as a member of the SIR State Board, with equal voting rights and equal responsibility for actions collectively taken by its members.
- Plan, staff, organize and lead the Communications and Marketing Functions to meet the position's purpose.
- Follow Policy 46, "State Committees" and its associated Procedure, "How to Appoint and Organize Standing Committees"
- Direct efforts to develop a monthly State newsletter that communicates State Board decisions and current status in a single publication to all Branch and State Leaders on a fixed date each month.
- Establish a process to ensure all Big Sirs are reading the State newsletter and conveying its contents to their BEC and membership as appropriate.
- As a State Board member act as principal spokesman for the Marketing & Communications functions in your area of responsibility.
 - To wit: SIR message creation, promotion, SIR Happenings, State Newsletter and Branch marketing material effectiveness.
- Build relations with SIR leaders to identify opportunities and implement improvements in State, Branch and external communications and overall marketing efforts.
- Work with State and Branch Leaders to develop templates and training programs to help ensure all SIR communications are clear, concise and relevant and all marketing material meets the strategic requirements of the SIR strategy and supports its mission.

SIR Leader Expectations, Skills and Knowledge Required:

- Being a voting member of the State Board, it is incumbent on the Director, Marketing & Communications, to be more than a conduit of facts than individual opinion. His vote should be representative of the collective thought of himself and his direct reports in order to provide a representative vote.

- A working knowledge of SIR Policies and Procedures and Bylaws is essential as a member of the State Board in order to effectively participate in matters before the Board.
- Provide input into the planning and logistics of the State Town Hall and Annual Meetings

8/5/2023