



Board Position Description	
<b>Title:</b>	VP of Marketing
<b>Term:</b>	2 Years
Section	Description
<b>Role</b>	The VP of Marketing's primary objective is to develop awareness and recognition of the IIBA and the chapter across all industries in the St. Louis area. This position works in conjunction with the VP of Communication to utilize media and voice to communicate the mission and goals of the IIBA at both the chapter and international level.
<b>Key Responsibilities</b>	<ol style="list-style-type: none"> <li>1. Utilize marketing tools to build our established "brand" around the mission and values of the IIBA; Develop awareness of the brand -identity of the IIBA as it is embodied in the BABOK</li> <li>2. Establish contacts within the St. Louis organizations to raise awareness of the IIBA and local chapter.</li> <li>3. Engage other professional organizations to utilize established avenues to build awareness of the IIBA and local chapter.</li> <li>4. Review various BA techniques and templates, and share with local chapter members through our website, chapter and general meetings.</li> <li>5. Encourage local companies to post jobs on the IIBA Career Center to provide local members access to BA positions, and to earn revenue for the chapter.</li> <li>6. Chapter Marketing</li> <li>7. Provide back-up to VP of Technology for website content updates</li> <li>8. Provide back-up to Secretary for membership management</li> </ol>
<b>Ad-Hoc Responsibilities</b>	<ol style="list-style-type: none"> <li>1. Commitment to the work of IIBA</li> <li>2. Knowledge and skills in one or more areas of Board governance: policy, finance, programs, personnel, and advocacy</li> <li>3. Willingness to serve on committees</li> <li>4. Attendance at Board meetings</li> <li>5. Attendance at meetings of assigned committees</li> <li>6. Attendance at the AGMs</li> <li>7. Attendance at membership meetings</li> </ol>

	<ol style="list-style-type: none"> <li>8. Support of, and participation in, special events</li> <li>9. Approve, where appropriate, policy and other recommendations received from the Board or its standing committees</li> <li>10. Monitor all Board policies</li> <li>11. Review the bylaws and policy manual, and recommend bylaw changes to the membership</li> <li>12. Review the Board's structure, approve changes and prepare necessary bylaw amendments</li> <li>13. Participate in the development of the chapter's organizational plans and annual review</li> <li>14. Approve the chapter's budget</li> <li>15. Support and participate in evaluating Director performance</li> <li>16. Assist in developing and maintaining positive relations among the Board, committees and the community to enhance the chapter's mission</li> </ol>
<b>Required Skills</b>	<ol style="list-style-type: none"> <li>1. Established network across St. Louis companies, or willingness to build an established network</li> <li>2. Understanding of marketing concepts and the ability to promote the value of the IIBA and local chapter</li> <li>3. Ability to stay current with news, articles, webinars, learning opportunities, etc., which will be of interest to our members</li> <li>4. Solid understanding of the business analysis discipline and ability to write content for the chapter website and other communication avenues</li> </ol>
<b>Estimated Monthly Time Commitment</b>	10-15 hours