

+ Committee & Chair of Marketing & Public Relations Job Description



+ Mission Statement

Bringing together Remodelers, Builders, Skilled Craftsmen and related Industry Professionals to ensure quality work, encourage high standards and ethical practices within the remodeling industry. Continually strive to educate, mentor and connect remodeling specialists from all backgrounds.

+ Committees Job Summary

Committees can be a practical way to structure and manage the board's strategic work. A committee is created to manage the task(s) or objectives of the board's agenda. A streamlined committee structure will be organized and make use of everyone's special skills and expertise.

+ The general responsibilities of the Marketing & Public Relations Committee:

MARKETING:

- Collaborate with the Marketing Chair on the designing, editing, implementation, and tracking of outbound communications and marketing.
- Collaborate with the Marketing Chair and Executive Director on creating campaigns and materials to showcase chapter programs, services, certification, events, and benefits to enrich our existing members' experience, entice prospective members and make NARI a trusted resource to the consumer.
- Collaborate with the Marketing Chair and Executive Director on the in-house marketing calendar, writing and designing digital and print marketing materials, social media posts, and email marketing using data to drive recommendations for content, production, and distribution.
- Collaborate with the Marketing Chair and Executive Director on the use and campaign setup of the annual marketing stipends distributed to NARI chapters annually.
- Collaborate with the Marketing Chair and Executive Director on maintaining and optimizing the chapter website, including event pages, sponsor recognition, member resources, and other chapter content.
- Assist with creating engaging content and messaging for the chapter's social media platforms to increase member engagement, event attendance, sponsor visibility, and public awareness of NARI Silicon Valley.

- Collaborate on annual member spotlight and sponsor spotlight campaigns that showcase the expertise, achievements, and contributions of chapter members and sponsors.
- Collaborate on the development of recurring member communications, including newsletters, industry updates, chapter highlights, and other content that enhances the value of NARI membership.

PUBLIC RELATIONS:

- Collaborate on increasing public awareness of the local NARI chapter and its members.
- Collaborate on promoting the NARI name in general, and specifically promote community service projects.
- Interface with the NARI National office, being sure to take advantage of National's advertising programs and benefits, co-op ads, etc.
- Collaborate on positioning NARI Silicon Valley as the premier association for remodeling professionals, skilled craftspeople, designers, and industry partners throughout the Bay Area.
- Promote member achievements, certifications, awards, community involvement, and chapter success stories to strengthen awareness of the value of NARI membership.

+ Benefits from serving as a Committee Chair:

1. Improve team leadership qualities.
2. Grow communication skills, and the ability to resolve conflicts and build consensus while working with many different board members who come from different backgrounds and different viewpoints.
3. Expand and sharpen skill set in one or all of the following: business strategies, marketing strategies, and fundraising strategies.
4. Build professional credibility and resume enrichment: Selection for a board position shows that an organization is entrusting you with a vital, visible, and high-impact role. It is a public endorsement of your expertise and value.
5. Make an impact in your community of remodeling colleagues in either the short-term or long-term.
6. Expand professional networks by collaborating with leading remodelers, designers, suppliers, and industry professionals throughout Silicon Valley and the Bay Area.
7. Strengthen personal and company visibility through leadership opportunities that help shape the chapter's brand, reputation, and public presence.
8. Make a direct impact on chapter growth, member engagement, sponsor value, and the long-term success of NARI Silicon Valley.

+ The responsibilities of the Marketing & Public Relations Committee Chair include:

- Guiding and directing the activity of the Committee during his/her term.
- The progress of his/her committee toward achieving its strategic objectives.
- Delegating duties and assign tasks to committee members. Keep committee members engaged with committee meetings and email communications.
- Scheduling and facilitating committee meetings and agendas

- Keeping minutes and provide committee reports to the Vice President or Board Liaison over that committee, who then reports to Board.
- Responding to urgent action items requested by the Committee's Vice-President or Executive Director.
- Keeping a procedures manual for incoming Committee Chair. **Ensure that this position and committee are organized as is necessary to insure a smooth transition for the successor.**
- Soliciting new committee members
- Keeping committee members focused on goals and achievements
- General understanding of the [chapter's bylaws](#) if plan to move up to a board position
- General understanding of the [chapter's policy manual](#) especially these sections:
 - Solicitation Policy (page 4)
 - Working Atmosphere Policy (page 6)
 - Conflict of Interest (page 9)
 - Code of Ethics (page 13)
 - Board of Directors (pages 18-20)

+ The qualifications of the Marketing & Public Relations Committee Chair include:

- Chairperson shall have served on the committee prior to becoming chair.
- Ability to be self-motivated, take initiative, and use of available resources to be fully trained in the position within 6 months of the start date (e.g. visit local & National websites for information, use of own or NARISV provided planning documents, and ask questions of Vice President & Executive Director).

+ Time Demands of the Committee (approximate)

Time Commitment	Details
.5-2 hours a month	Depending on the needs of the committee
1.5-2 hours a month	[Optional for Committee Chair] May attend board meetings - Request for action items or direction only - no verbal reports. Email the Executive Director in advance to make logistical arrangements for your attendance.
1-2 times a year	[Optional for Committee Chair] May attend all Strategic Planning Meetings that typically occur in the Spring and Fall/Winter. Invitations will be sent from the Vice President of the Committee.

NARI SILICON VALLEY ORGANIZATION CHART

■ Strategic Focus
 ■ Tactical Focus
 ■ Operational Focus

