

Ohio Association for Behavior Analysis

Marketing Committee Chairperson

Position Description

Term: Two years, but renewable without limit

Estimated Time Commitment: approximately 5-8 hours per month, but possibly more immediately prior to and following the annual conference or when redesign or rebranding efforts are underway

General Overview:

According to the OHABA Bylaws, the Marketing Committee assists this organization in increasing its visibility in the community and developing and executing strategies to enhance the image of OHABA through communications with the membership, general community, and various media sources. The committee also implements OHABA's advertising policy and coordinates advertising with other relevant committees, contractors, and vendors of the organization. The Marketing Committee works alongside all other committees to help promote the events and activities supported by each committee.

General Responsibilities:

- Forms and presents a Marketing Committee to the Board for approval.
- Hold four committee meetings per year and submit meeting minutes to the Board 10 days prior to the quarterly board meeting.
- Prepare Board Report for meetings.
- Attend quarterly Board Member meetings and virtual collaboration meetings.
- Monitor and manage email sent to the Marketing Chairperson no less than on a weekly basis.
- Contribute to, facilitate, or lead one OHABA CEU event per year.
- Be a member of the annual program committee.
- Present modifications to the current provided committee budget within the first quarter of the fiscal year for that position or within one month of a specific event

Specific Responsibilities:

- Develops, or assists to develop OHABA's marketing tools, including OHABA collateral materials and OHABA communications protocol.
- Reviews and coordinates OHABA's web and print advertising and makes recommendations for redesign to the Technology Chair.
- Develops and manages media relations (e.g., website, Facebook, Twitter, LinkedIn, instagram). This includes monitoring and responding to messages received through any of these media platforms on no less than a weekly basis.

- Creates, or assists in the creation of, external messages for OHABA constituents and the public.
- Conducts market research and surveys as needed.
- Creates and manages communications guidelines and standards, including branding, style and editorial.
- In collaboration with the Membership and Program Committees, assists with the development of annual marketing materials to recruit new members and conference attendees.
- Develops and maintains a current OHABA advertising policy (including advertising applications) and annually makes recommendations to the Board regarding revisions, if needed.
 - Reviews advertising applications in accordance with OHABA's advertising policy and procedure and coordinates decisions with the Executive Board.
 - Communicates board decisions to advertisers and potential advertisers about their applications and the results of the committee's review.
- Works collaboratively with the Membership and Program Committees to review sponsorship applications in preparation for the annual conference.
- Works collaboratively with OHABA's Treasurer regarding marketing materials, advertisement applications, and the process for review and payment for advertisements.