



International Association
of Business Communicators
Pittsburgh

MARKETING COMMUNICATIONS COMMITTEE – Roles & Responsibilities

The Marketing Communications (MC) Committee shall be responsible for creating, implementing, and updating a comprehensive chapter marketing communication plan. This covers both internal and external communication for the chapter, integrating all available communication channels to relay chapter affairs to members, prospective members, and audiences at-large. The MC Committee will regularly manage all communication vehicles and tactical execution of communiques, and keep all chapter communication tools updated to create and provide the most enhanced, intuitive and user-friendly experience possible. The MC Committee will be expected to communicate the value of an IABC membership to the community at-large by working closely with all chapter Executive Board members and functional areas.

Specific activities, roles and functions of the IABC/Pittsburgh Marketing Communications Committee *can include (but not limited to):*

- Public relations
- Social media
- Marketing
- Branding
- Website / Electronic communications
- Newsletters
- Collateral production

SPECIFIC ROLE: MC COMMITTEE CHAIR

The MC Committee Chair shall meet with all Regular Members at least once a month to discuss MC strategy, tactics, issues, and execution of initiatives, and shall report on activities to the President and Executive Board monthly or as requested.

Term Length: 2 consecutive years, with each term year running July 1 – June 30

Must be an IABC member? No

Election: Voted by chapter membership on annual slate of board officers

SPECIFIC ROLE: MC COMMITTEE REGULAR MEMBERS (minimum 2 needed)

Term Length: 1 term year, running July 1 – June 30

Must be an IABC member? No

Election: Voted by chapter membership on annual slate of board officers