

**ASSOCIATION OF WOMEN IN THE METAL INDUSTRIES**  
**International Board of Directors**

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**Marketing Chair Job Description**

**Policy**

1. Duties per the Bylaws
  - A. The Marketing Chair shall solicit funds to support the programs and activities of AWMI.
  - B. The Marketing Chair may have such other powers and perform such other duties as prescribed by the Executive Committee.
  - C. The Marketing Chair shall not concurrently hold a position on any Regional Council or affiliated Chapter Board of Directors.
  
2. Annual Marketing Program Development

The Marketing Chair shall develop an annual program and budget for the Marketing activities for the next calendar year for submission to the Executive Committee.
  
3. Committee Management

The Marketing Chair shall solicit membership for the International Marketing Committee and provide the following leadership functions as Chair of the committee:

  1. Develop the agenda for all committee meetings.
  2. Set meeting frequency and notify committee members, provide all relevant materials to committee members for discussion, organize the conference calls/meetings and delegate tasks to committee members, as necessary.
  3. Address any programs or activities as forwarded from the Executive Committee for the attention of the Marketing Committee.
  4. Provide the minutes of all committee meetings and submit a written report of activities to the Executive Committee on the relevant due date.
  
3. Project Management

The Marketing Chair shall be responsible for all projects undertaken by the Marketing Committee:

  - a. Solicit advertising for the International web-site and International Newsletter.
  - b. Solicit sponsorship funds in support of International events.
  - c. Provide for and manage Marketing projects in conjunction with International meetings and events.
  - e. Perform a periodic review and update of the corporate database.
  - f. Create, maintain, and distribute solicitation materials.
  - g. Provide oversight to any subcommittees assigned to the Marketing Committee.

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**Marketing Chair Job Description (cont.)**

**Policy**

Project Management (cont)

- h. Place advertisements as approved by the Vice-President and as have been provided for in the approved publicity budget.
  - i. Draft all press releases for approval by the Vice President and disseminate the press releases.
  - j. Perform a periodic review and update of the media database.
  - k. Perform a periodic review and update of the media kits, and distribute as necessary.
  - l. Provide oversight to the publication of the Newsletter.
  - m. Responsible for collecting articles for the Newsletter.
  - n. Review Industry publications for press on AWMI and send to Headquarters for archives.
4. Coordinate Chapter Fundraising Activities  
The Marketing Chair shall serve as a resource for Chapter Fundraising Chairs:
- a. Review Chapter Fundraising plans and budgets.
  - b. Review all Chapter solicitation materials.
  - c. Assist Chapters to develop Fundraising programs, upon request.

**Guidelines**

A. Other Duties

1. Facilitate annually the Marketing Chair's Networking Session
2. Attend Executive Committee Meetings as well as perform duties during scheduled teleconferences.
3. **Manage Reciprocal and Cross Promotional Marketing Plans as outlined below.**

B. Reciprocal and Cross Promotional Marketing Guidelines

1. All marketing plans with Strategic partners will be approved by the International Marketing Chair and the International President.
2. Reciprocal Marketing Guidelines
  - a. Strategic Partner to provide AWMI
    1. Strategic partner will offer increased awareness of AWMI to the metal community by offering advertising space in SP's publication. Size and frequency of advertisement will be agreed to based upon nature and size of SP.
    2. Sponsorship desk/Exhibition booth for AWMI and (an agreed upon number of) complimentary passes for AWMI staff and directors for one or more of SP's conferences.
    3. Promotion (including website placement) for AWMI's Annual Conference
    4. Additional possibilities
      - a. SP may provide discounted memberships and subscriptions to AWMI members
      - b. Additional unique sponsorship opportunities as appropriate.

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**Marketing Chair Job Description (cont.)**

- b. AWMI to provide to Strategic Partner
  - 1. List Strategic Partner on AWMI's website in 'Strategic Partner' section.
  - 2. Banner advertising (vertical banner and/or rotating banner at the bottom of different website pages) on AWMI website
  - 3. Advertisement of SP's events in Metal Mail e-newsletter
  - 4. Sponsorship desk/Exhibition booth and up to 3 complimentary passes to AWMI's Annual Conference
  - 5. Additional possibilities
    - a. SP may request that AWMI distribute SP's written publications at check-in desk of chapter events.
    - b. Advertising related to unique sponsorship opportunities if applicable.
  
- 3. AWMI Cross Promotional Guidelines
  - a. Cross Promotional Partner to provide AWMI
    - 1. Cross Promotional Partner will offer web or print advertising to AWMI in CP's publication or on CP's website. Both single run and multiple run agreements are possible.
  
  - b. AWMI to provide to Marketing Partner
    - 2. AWMI will offer web or print advertising to CP in AWMI's 'Metal Links' web page or 'Metal Mail' newsletter. Both single run and multiple run agreements are possible.