

OVERVIEW OF THE ROLE

The objectives of the position are comprised of two critical functions: 1) internal communication to the local chapter membership and 2) external awareness of the chapter and the EO brand in the local community.

The Marketing & Communications Chair will have the support of their fellow Chairs, Communications Experts, Member Experience Directors from the Regional Council, the Global Communications Committee, and the staff liaisons on the Global Strategic Communications team.

RESPONSIBILITIES

INTERNAL AWARENESS

- Drive chapter culture so members are familiar with EO values, are engaged with EO programs and events and feel connected to the chapter, region and global organization
- Act as the chapter's Marketing & Communications Counselor, to help shape the chapter's Top 5 and create communications programs that help chapter officers achieve them
- Manage the chapter's communications channels, including EO Update/custom newsletter, email and social media. Work with Chapter Administrator to keep social media channels active, distribute newsletter and event communication materials, etc.
- Achieve the communications performance benchmarks as outlined on the PEAK checklist
- Ensure that members are aware of and take advantage of EO member benefit programs and opportunities created through EO Strategic Alliance partners
- Act as the chapter's liaison for the Regional Communications Director and communicate chapter priorities and issues to the Regional Council; participate on monthly calls
- Encourage member participation in the Pulse Surveys and biannual Global Entrepreneur Indicator survey

EXTERNAL AWARENESS

- Create and/or execute a strategy of public relations to increase the prominence of the chapter in the local community, either implemented through members or by managing an external PR agency
- Promote EO at local business conferences, events, and entrepreneurial gatherings as the premier peer-to-peer entrepreneurial organization in your community
- Create and/or execute a strategy of external advertising (e.g. online, print) when appropriate
- Encourage local members to integrate the EO brand into their external activities (interviews, press releases, email signatures, websites, etc.)
- Explore and engage in partnerships with local business organizations and NGOs when appropriate
- Collaborate with experts/MEDs in the development or implementation of the Regional Communications Grant
- Manage the chapter's public presence on social media
- External promotion of the Global Entrepreneur Indicator, EO GSEA and Accelerator, where applicable