

Job Description – Marketing Director

Role Description:

The Marketing Director is responsible for the overall marketing management of PrimeTime—including communications, Web site, social media platforms and media relations—to ensure adherence to brand guidelines. The Marketing Director shall:

- Create and direct the PrimeTime marketing plan strategically to support a strong brand identity for the association, ensuring consistent positioning and messaging across all communications.
- Advise and support all PrimeTime activities to communicate to members and stakeholders via appropriate marketing channels, e.g., Web site updates, event postings, and the member newsletter.
- Recruit, build, and manage teams as appropriate with the skills sets necessary to support PrimeTime marketing and communications. Presumably, these teams will include but not be limited to Web, social, and IT expertise.
- Manage the Web site vendor relationship. Groom a successor for this role.

How does the job interact with the other Board Members / Leaders?

Marketing touches all the areas of PrimeTime's activities and so the Marketing Director will have contact with all the Board members and other PrimeTime leaders. However, the Marketing Director will look mostly to the Vice President and Strategy Team for input regarding Web site development, brand identity, marketing and communication guidelines. In addition, the Marketing Director will interact with the other Board members as follows:

- SIG, Programmes, and Events Directors: for timely publicizing of events to members and stakeholders
- Membership Director: for recruitment of the appropriate marketing and communications team members

Treasurer and Assistant Treasurer: for appropriate budget guidelines on and monitoring of expenditures

What volunteer support is needed to perform this job?

- A Marketing team is essential to perform the various marketing and communications activities. Multiple teams, e.g., specialties in Web, IT, and social, are recommended.
- The Marketing team can include but is not limited to a Marketing / Communications Deputy, event promotion officer, editors / copyeditors, contributing writers, graphic designers, Web professionals, advertising professionals, event reviewers, and photographers.
- These roles are recruited and managed by Marketing Director
- Programme leaders are responsible for event content with support from the Marketing team for Web site posting and event marketing.

- **Is this position a key contact with any outside organizations?** Web site and design agency / vendors
 - Web hosting and social media companies Auxiliary women's associations
- Traditional and Social Media
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Skills required for this position:

- Relevant professional marketing experience across a spectrum of marketing and communication disciplines
 - Leadership skills to lead team(s) of volunteers
 - Social media strategy and execution
 - Excellent interpersonal and management skills
 - General communications experience
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- **Typical month's time commitment (Hours per month)** Board meeting (4)
 - 2nd Thursday meeting (4)
 - Communication activities (28) Marketing team communications (4)
 - Average hours =40 hours per month (or more)

The Board is required to have four Board meetings per year. The Board members will determine the frequency and dates of the Board meetings. There are generally monthly meetings held for a total of 10–12 meetings on the annual basis.

For more information: Contact current Secretary at secretary@PrimeTime.org.sg.