



**CISEC, INC.**  
P.O. Box 188  
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## **Marketing Committee Roles and Responsibilities**

**Purpose:** Execute a marketing strategy clearly communicating and promoting CISEC's mission in the industry.

### **Board Responsibilities:**

- Develop and monitor a budget for marketing initiatives
- Communicate frequently with the committee chair keeping them abreast of what's happening in the organization and feeding information to them
- Facilitate communication between staff, committee, and board

### **Committee Chair Responsibilities:**

- Expresses the viewpoint of the Board of Directors to the committee discussion
- Schedule and send reminders for committee meetings
- Develop meeting agendas designed to get updates from committee team members with strategic goals, objectives, and strategies in mind
- Lead committee meetings keeping members on-task to make effective & efficient use of time
- Delegate tasks to be performed outside of committee meetings
- Nurture relationships with committee members ensuring that all members have well-defined and meaningful roles
- Establish ad-hoc teams as needed with clearly defined purposes
- Reach out to members with waning attendance
- Inspire, energize, and encourage committee members. Keep the committee's mission and purpose in front of committee members consistently

### **Committee Member Responsibilities:**

- Expresses ideas and provides input
- Actively engage in a specific aspect of the overall marketing strategy as identified by the marketing strategy outlined below
- Actively participates in meetings, contributing to the discussion, brainstorming and sharing innovative ideas
- Stays abreast of what's happening within CISEC and within the marketing strategy
- Actively build relationships and explore opportunities for in-kind donations of printing and other marketing related services (such as Forester Communications and IECA)

### **Staff Responsibilities:**

- Maintain marketing materials that are current, relevant, and consistent in design, message, and branding
- Update the social networking sites frequently
- Monitor the website and update, including content, calendar items, and photos
- Monitor the utilization of successful advertising
- Prepare text for monthly email blasts
- Submit training locations, dates, and times to IECA for posting on their website

## **Marketing Strategy**

### **Public Relations**

- Produce press releases for events (to announce in advance or after an event)
- Maintain a list of media contacts and proactively reach out to various media for coming events
- Reach out to various news editors with specific story ideas
- Compile data on CISEC outcomes, impact, and success. Work with staff to determine where to best disseminate this information. Help the organization to demonstrate the impact of what CISEC represents

### **Photography & Videography**

- Photograph projects, special events, ceremonies, dedications, staff, registrants, and others on an on-going basis providing a steady stream of pictures for newsletters, email blasts, marketing materials, social networking sites, and the website

### **Newsletters**

- Conduct interviews to develop news stories for the quarterly newsletter. Write and submit articles on a timely basis
- Obtain photos to be integrated into the newsletter
- Write creative, gripping copy for marketing pieces and develop attention-getting, emotion-evoking graphics while ensuring a concise, consistent, and informative message
- Produce the materials (brochures, posters, display boards, flyers, etc.) Obtain competitive bids and select vendors for marketing materials based on quality, design, and cost

### **Social Networking**

- Continuously update CISEC's social networking sites (Facebook, Twitter, and LinkedIn) to reach a broad audience. Post news, event reminders and success stories
- Upload pictures, photos, and compelling stories to spike user interest, feedback, and participation