



**PD-011: Director for Marketing & Communications
– 11 April 2015**

The INCOSE Director for Marketing and Communications is an elected, Director-at-Large position with a three-year term of office. The Director of Marketing and Communications is a voting member of the INCOSE Board of Directors. The Director is responsible for planning, development and implementation of all of the organization's marketing strategies and communications activities.

Responsibilities:

- Develops an Annual and Strategic (Five year) Marketing and Communications Plan, including the establishment of goals and metrics
 - Defines and articulates a vision for INCOSE marketing and communications relative to current state
 - Creates a plan to achieve the future state which includes a solid understanding of target audiences and what influences their decision making
 - Develops holistic strategies for reaching each target market that includes a focus on effective campaigns and process improvement
- Directs INCOSE's dissemination and outreach efforts through a variety of communication vehicles including print materials, electronic materials, and public relations
- Publishes newsletters and electronic bulletins
- Directs the content of the INCOSE website
- Defines INCOSE's social media strategy and directs its presence
- Participates in all BOD meetings
- Serves on other committees as assigned

Authority:

- Voting Member of the BOD
- Chairs the Marketing Committee
- Chairs the Communications Committee
- Functional Owner of INCOSE Policies: COM -100,101 and 102

Accountability:

As stipulated in the INCOSE Bylaws, ADM – 101 and BOD – 100

Compliance with directives on conflict of interest and all policies and procedures of the organization



Required Skills:

- Demonstrated skills, knowledge, and experience in the design and execution of marketing and communications campaigns
- Strong creative, strategic, and analytical skills
- Strong oral and written communication skills
- Able to communicate effectively across international and cultural boundaries
- Experience in performing market analysis and product positioning studies
- Budgeting and planning skills: able to write and implement a strategic and operational plan, and able to read, interpret and analyze financial statements
- Able to form and motivate a team of volunteers and contractors