

PDD - 013 : Director for Marketing and Communications

5-Feb-20

Position Description:

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 public and internal (to members) 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 press releases, newsletters and electronic bulletins
- Directs the look 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
- See INCOSE Policies RACI for Accountabilities and Responsibilities for INCOSE Policies

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
- Accountable for discharge of the above Responsibilities, and achievement of the objectives, under the direction of the Executive Committee

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 analyse financial statements
- Able to form and motivate a team of volunteers and contractors

Level of Effort

450 - 630 hours/year (25% - 35% Full Time Equivalent)

Note: INCOSE is an International Organization. Link calls often take place outside normal working hours to accommodate time zone differences.