

PDD - 202 : Assistant Director, Events Marketing

27-Jan-19

Position Description:

The INCOSE Assistant Director, Events Marketing is an appointed position with a two-year term of Office. This individual is responsible to the Director of Marketing and Communications (MarCom) for developing, maintaining and implementing event marketing and event marketing plans to increase attendance, awareness, and optics of INCOSE events in accordance with BOD objectives. The Assistant Director, Events Marketing ensures Events and MarCom are aligned.

Responsibilities:

- Supports event marketing as a member of the Events Committee
- Ensures MarCom and Events are aligned to properly market events
- Works with selected host committees to assist them in event marketing
- Participates in BOD meetings as requested/able

Authority:

- Approves event marketing materials and products, pre- and post-production
- Updates the MarCom Team bi-weekly or monthly on events marketing

Accountability:

- As stipulated in the INCOSE by Laws, ADM -101 and BOD - 100
- Compliance with directives on conflict of interest and all policies and procedures of the organization

Required Skills:

- Strong oral and written communication skills
- Able to communicate effectively across international and cultural boundaries
- Developing and implementing Social Media solutions for global communication and collaboration applications
- Broad understanding of the diversity of systems engineering practices and application sectors
- Experience with the leadership and coordination of activities within a volunteer organization

Level of Effort