

# Director of + Marketing Public Relations



## + Mission Statement:

NORTH BAY NARI embraces the entire remodeling community and provides members with the benefits of a national organization dedicated to the remodeling industry.

We offer our members opportunities for enhanced professionalism, camaraderie, business growth, and success through education, advocacy, networking, recognition and promotion.

We create opportunities to inform the public about NARI through educational activities, community service, public relations and our everyday interactions.

## + Board of Directors Job Summary:

The governing body of North Bay NARI is its Board of Directors. The Board is charged with performing the policy-making function, as well as giving strategic direction to the programs and activities of the association. As a member of the Board, a director has a fiduciary duty to the National Association of the Remodeling Industry, North Bay Chapter, to act in good faith and in the best interests of the Association. All Board Members shall serve a minimum of one term, which is defined as 2 years, except for the President.

## + Board of Directors are responsible for:

- Basic knowledge of parliamentary procedure ([Robert's Rules of Order](#) or [Standard Code of Parliamentary Procedure](#)).
- Identifying any potential conflicts of interest for the organization including an annual review and signing of own annual conflict of interest and harassment policies.
- Knowledge of duty of care and duty of loyalty for the chapter (see annual board orientations &/or annual conflict of interest forms)
- General understanding of the chapter's bylaws
- General understanding of the chapter's policy manual especially these sections:
  - Solicitation Policy
  - Working Atmosphere Policy
  - Conflict of Interest
  - Code of Ethics
  - Board of Directors

- Reviewing board reports, committee reports, and/or other proposed action items before the meetings
- Respond to urgent action items or email board votes within the time requested by the President or Executive Director/Operations Officer.
- Determining how the organization carries out its mission through long-term and short-term planning; additionally, evaluating the overall performance of the organization in achieving its mission.
- Adopting an annual budget and providing fiscal oversight.
- Establishing policies for the effective management of the organization.
- In partnership with the part-time Executive Director/Operations Officer, recruiting for nomination, orienting, and developing new board members.
- Reporting to the President and the Board of Directors as a whole.
- Being members (or employees of members) of the local NARI chapter in good standing.
- Attending most Chapter events, etc.

### + **Benefits on serving on the Board of Directors:**

1. Improve team leadership qualities.
2. Grow communication skills, and the ability to resolve conflicts and build consensus while working with many different board members who come from different backgrounds and different viewpoints.
3. Expand and sharpen skill set in one or all of the following: business strategies, marketing strategies, and fundraising strategies.
4. Build professional credibility and resume enrichment: Selection for a board position shows that an organization is entrusting you with a vital, visible, and high-impact role. It is a public endorsement of your expertise and value.
5. Make an impact in your community of remodeling colleagues in either the short-term or long-term.

### + **Responsibilities of the Director of Marketing/Public Relations:**

#### **MARKETING:**

- Overseeing the strategic marketing initiatives so they are fully developed, implemented, managed, and analyzed.
- Designing, editing, implementing and track outbound communications and marketing in conjunction with the Marketing Chair.
- Creating campaigns and materials to showcase chapter programs, services, certification, events and benefits to enrich our existing members experience, entice prospective members and make NARI a trusted resource to the consumer in collaboration with the Marketing Chair and Executive Director/Operations Officer.
- Managing entire in-house marketing calendar, writing and designing digital and print marketing materials, social media posts, and email marketing using data to drive recommendations for content, productions and distribution in collaboration with the Marketing Chair and Executive Director/Operations Officer.
- Collaborating with the Marketing Chair and Executive Director/Operations Officer on the use and campaign setup of the annual marketing stipends distributed to NARI chapter's annually.

## PUBLIC RELATIONS:

- Overseeing the strategic public relations initiatives so they are fully developed, implemented, managed, and analyzed.
- Overseeing the public awareness of the presence at the local NARI chapter and its members.
- Promoting NARI name in general, and specifically promote community service projects.
- Interfacing with the NARI National office, being sure to take advantage of National's advertising programs and benefits, co-op ads, etc.
- If no committee exists, then the Director will need to take on the tasks of the committee. See the Committee job description.***
- Reporting to Board monthly on status of marketing and public relations in the chapter, coordinating with Executive Director/Operations Officer.
- Ensuring that this position and committee are organized as is necessary to insure a smooth transition for the successor.**
- Other duties as prescribed by the Board.

## + Qualifications of the Director of Marketing/Public Relations:

- Ability to be self-motivated, take initiative, and use of available resources to be fully trained in the position within 6 months of the start date** (e.g. visit local & National websites for information, use of own or NARI provided planning documents, and ask questions of other board members & Executive Director/Operations Officer).
- Having served on the Board or on a Committee during current year and/or must have attended 50% of Board meetings during current year.
- A strong desire to promote the chapter by scheduling educational and interesting programs.
- Be comfortable and be organized to speak & email potential speakers.
- Ability to plan in advance and to provide balanced programming which addresses the needs of various members.

## + Financial and Resource Development Expectations:

1. Outreach and encourage registration of members and guests for chapter events.
2. Recruit event sponsors if possible.
3. Identify and assist in the cultivation of new/renewing members.

## + Time Commitments (approximate):

<b>Time Commitment</b>	<b>Details</b>
1.0-1.5 hours a month	Attend Board meetings; must attend at least 9 Board Meetings per year.
2 hours a month	Attend Chapter Meeting (usually right after Board mtg); must attend 50% of Board meetings during current year.
1-2 times a year	All Board members are required to attend all Strategic Planning Meetings that typically occur in the Spring and Fall/Winter.