

Marketing/Communication Committee Structure and Position Descriptions

Purpose

The Marketing and Communication Committee shall exist to develop platforms and processes to inform the work of aasp to internal and external stakeholders. This committee will develop and implement a marketing and communications plan that will promote AASP's mission, vision, values, as well as news around membership, publications, education, volunteering, events, and more. This committee is also responsible for establishing standards for style and content that will be used in all communication formats, including social media, and will work closely with the AASP Staff, Best Practices, Membership and Education Committees.

Work includes but is not limited to the following:

- Facilitate and promote member participation to increase membership value, benefits, and satisfaction
- Facilitate member use of the FundSvc
- Provide marketing content ideas as needed
- Create content for various social media and marketing channels
- Assess and execute current marketing and social media use
- Post and promote newsletter and outgoing communication
- Promote best practices through various media channels

STRUCTURE

This committee will be comprised of a chair, a board liaison, and 5-6 members who will serve staggered two-year terms with new members appointed annually. All members will be member volunteers. The Chair will be appointed by the aasp President and all committee members will be selected by the aasp Director of marketing and communication. Member roles are defined by the board of directors.

ROLES & RESPONSIBILITIES:

1. Review, recommend and advocate aasp's marketing and social media direction, capabilities, strategic objectives, and resource allocation.
2. Review and recommend website updates and structure.
3. Create a quarterly marketing calendar, provide content suggestions, and approve marketing materials.
4. Support regional symposia marketing initiatives and create stand branding for symposia.
5. Establish and monitor measurable objectives for information social media to ensure alignment with strategic objectives.
6. Incorporate social media is appropriately AASP planning and marketing initiatives.
7. Assess how effectively current communication channels and social media are utilized.

8. Receive regular reports from the AASP Board liaison, and review and respond as appropriate.
9. Advise the board on the marketing and social media needs and concerns of aasp.
10. Collaborate with Membership to drive membership acquisition.

MEETING SCHEDULES

The committee meets 6 times per year and serves as the oversight group for AASP's marketing and communication platform.

Chair of the Marketing/Communication Committee:

- Volunteer appointed by aasp President
- Must serve at least two years on the committee before assuming Chair position
- Must be an aasp member in good standing
- A Board Liaison from the aasp Board of Directors will be identified annually at the post-Summit Board meeting.

