

# College and University Professional Association for Human Resources

## Southern Region

### Position: Ex-Officio Director, Communication and Marketing

#### Position Summary

Coordinate the communications and marketing aspects of the Region's activities. Ensure the production of at least three newsletters (summer/fall, winter, and spring). Responsible for overseeing the activities of the Newsletter Editor, Historian, Photographer, and Web Master, making sure that all information on the web is accurate and updated. Coordinate with CUPA-HR National on communication and marketing issues.

**Develops the conference promotional and conference program**

#### July/August

1. Prepare and publish summer newsletter (wrap up spring conference; point toward next year's conference, highlight chair-elect).
2. Prepare any communication items for the fall Board meeting (conference marketing plan, logo ideas, etc.).
3. Prepare budget for communication and marketing.

#### September/October

1. Attend fall Board meeting.
2. Present communication and marketing update and budget information.
3. Participate in theme development, keynote selections.
4. Have logo developed based on theme and location; submit bill to Sec/Tres.
5. Assist with web site postings (reservation info, call for presentations, theme, and logo).
6. Monitor archiving.
7. Communicate with CUPA-HR National on conference information.

#### November/December

1. Prepare and publish winter newsletter (begin conference promotion with info on site, theme, logo; highlight a region member or, if appropriate, new board member; call for nominations and awards); submit bill to Sec/Tres.
2. **Submits information to the Web Master for posting on the site (e.g., call for nominations and awards).**

#### January/February

1. Monitor registrations and adjust marketing plan appropriately.
2. Stay abreast of registrations, program sessions, and sponsors.
3. **Develops and sends promotional notices to national office and the Web Master for inclusion in national Newsletter and the Regional Web site. Notices should include links to conference registration page, hotel registration, conference program info, evening out event, visitors' info for the city/region, keynote speakers, etc.**

4. Sends conference promotional data to the National office for distribution to the national and regional membership. Approximately six email notices are sent from late January to early April, five before the early registration discount and one after.
5. Provides final conference-at-a-glance and concurrent session's at-a-glance pages/text to Web Master for inclusion in Web site.
6. Prepares conference brochure from information provided by the Program Chair and Director for Corporate Sponsorship.
7. Reviews draft of program brochure and shares with appropriate parties (e.g., southern region board and host committee chair) for proofreading, review and revision.
8. Prints conferences brochures and forwards to conference site one week before the conference

### March

1. Prepare and publish spring newsletter (stress the conference: full keynote information, registration information, tours available, "night out"; highlight host-committee chair)
2. Monitor and adjust marketing plan

### April

1. Attend Board meeting and conference.
2. Take photographs of significant activities.
3. Assist with registration, concurrent sessions, sponsors as necessary.

### May/June

1. Wrap up conference photos (caption and forward to Web Master and Historian)
2. Assist Historian with archiving conference materials: photos, program, etc.
3. Ensure that these activities are covered for the coming year: newsletter, photographer, historian, and web master