



## **AIGA Dallas Marketing Chair**

*Minimum Tenure: 2 years*

*Maximum Tenure: 4 years*

### **Role Purpose**

The Marketing Chair supports and amplifies the work of both the Director of Digital Engagement and the Director of Communications, helping plan, coordinate, and execute marketing efforts across AIGA Dallas initiatives.

This role focuses on campaign planning, messaging support, timelines, and cross-team coordination to ensure chapter programs, events, and fundraising efforts are promoted clearly, consistently, and on schedule.

While the Marketing Chair collaborates with both roles, day-to-day coordination and execution is primarily in partnership with the Director of Digital Engagement.

The Marketing Chair is a strategic collaborator—helping turn plans into action while easing execution load across the communications ecosystem.

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### **Core Responsibilities**

#### **Marketing Strategy & Support**

- Support the Director of Digital Engagement with day-to-day marketing planning and execution
- Collaborate with the Director of Communications to ensure messaging aligns with chapter goals and brand standards
- Assist in developing promotional strategies for events, initiatives, fundraisers, and programs
- Help ensure marketing efforts begin at least eight weeks prior to events
- Identify target audiences and recommend messaging approaches to maximize engagement

#### **Campaign Planning & Coordination**

- Help coordinate marketing campaigns across channels (email, website, social, partners)
- Work with Program Chairs to gather key details, timelines, and messaging needs

- Ensure campaign deliverables are clearly defined and communicated to the Digital Engagement and Social teams
- Assist with promotional planning for fundraising initiatives and grant-funded programs

### **Calendar Management & Timing**

- Assist with maintaining and monitoring the chapter's marketing and event calendar
- Help track upcoming events, campaign launch dates, deadlines, and key milestones
- Coordinate with Program Chairs, Digital Engagement, and Communications to ensure timelines are realistic and aligned
- Flag scheduling conflicts, overlaps, or gaps in promotion early to keep campaigns on track

### **Cross-Team Collaboration**

- Collaborate closely with:
  - Director of Digital Engagement (primary, day-to-day partner)
  - Director of Communications (strategic alignment and oversight)
  - Social Media Chair
  - Director of Programming
  - Director of Partnerships
  - Director of Fundraising
- Help ensure sponsor and partner recognition needs are integrated into marketing plans
- Provide marketing guidance and structure to Program Chairs as needed

### **Brand, Messaging & Consistency**

- Support consistency in tone, messaging, and brand alignment across all marketing efforts
- Review messaging for clarity, inclusivity, and alignment with chapter values
- Assist in shaping storytelling that highlights community impact, programs, and member value
- Apply strong copywriting skills to social and promotional content, ensuring messages are engaging and audience-appropriate

### **Measurement & Feedback**

- Help track high-level performance metrics (event registration trends, email engagement, campaign reach)

- Share insights and recommendations with the Director of Digital Engagement, Director of Communications, and board
- Support post-campaign reviews to improve future marketing efforts

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## **Collaboration & Reporting**

- Works day-to-day with the Director of Digital Engagement
- Collaborates regularly with the Director of Communications for strategic alignment
- Partners closely with Communications and Social Media teams
- Provides updates as needed during board meetings and planning sessions

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## **Time Commitment**

- Monthly: 2–4 hours for planning, coordination, and support
- Attendance at annual planning meetings and monthly board meetings is required
- Events: Attendance at select AIGA Dallas events is encouraged for context and content awareness
- Time commitment may increase during major initiatives or fundraising campaigns

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## **Skills & Traits**

- Experience in marketing, communications, or campaign planning
- Strong copywriting skills, especially for social media, promotions, and short-form storytelling
- Ability to translate strategy into clear, compelling messaging
- Strong organizational and coordination skills
- Strategic thinker who enjoys supporting execution and improving processes
- Comfortable collaborating across multiple leadership roles
- Familiarity with digital marketing channels, timelines, and content workflows
- Passion for community-building and the creative industry
- Works well remotely: resourceful, dependable, collaborative

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## **Measures of Success**



- Digital Engagement and Communications teams feel supported and aligned
- Marketing timelines are met and campaigns launch on schedule
- Clear coordination between Program Chairs and marketing teams
- Consistent, engaging messaging across all channels
- Increased visibility and participation in AIGA Dallas programs
- Strong trust, collaboration, and follow-through across leadership