

## **Volunteer Position: Email Marketing Guru** **Committee: Communications Committee**

### **Committee Mission:**

To practice what we marketers preach – the Communications Committee creates engaging content that both promotes the chapter and informs and educates professionals within the AEC industry. The committee coordinates and communicates SMPS CT's initiatives and schedule of events.

Responsibilities include: writing event/initiative press releases, managing the organization's social media accounts, creating graphics for social media, coordinating content for SMPS CT's blog, maintaining the Chapter website, promoting sponsors, and designing emails and miscellaneous chapter materials.

### **Volunteer Contribution:**

The Email Marketing Guru is responsible for coordinating email promotion for programs and the chapter's strategic initiatives. Initiatives include but are not limited to:

- Membership Drives
- Sponsorship Opportunities
- "End of Year" Messaging – December
- Marketing Communication Awards

Other program emails include zoom links (virtual), and post-program surveys. The Email Marketing Guru coordinates with Communications Chair for final approval of all email campaigns.

### **Estimated Time Commitment:**

1 hour per week – May vary depending on when certain initiatives are rolled-out

### **Responsibilities:**

- Create email blasts for each program
- Schedule weekly emails
- Coordinate promotions with Sponsorship and Membership committees
- Update and maintain member & non-member contact list

### **Professional Development:**

- Communication Skills
- Time Management
- Graphic Design and Email Layout

### **Requirements:**

- Attend all committee meetings with no more than three absences
- Strong written and verbal communication skills
  - Ability to learn quickly as it pertains to social platforms, communication platforms, databases and back-end website dashboards

***For more information please contact: Jocelyn Taylor, SMPS CT Communications Chair, [communications@smpsct.org](mailto:communications@smpsct.org).***

**About SMPS Connecticut:** *The Connecticut Chapter of SMPS was created in 1982 as the Southern New England Chapter. In 2004, we realigned our focus and were renamed to align more closely with our core geographic membership in Connecticut. SMPS CT's membership includes over 100 professional marketers from all over the state and at all levels and stages of their careers. We join SMPS National in extending our mission to ADVOCATE for, EDUCATE, and CONNECT leaders in the building industry. SMPS CT's vision is for premier professional service firms to recognize SMPS as their most trusted resource for building business and achieving success.*