

Director of Marketing

- POSITION STATUS:** Director
- TERM:** One Year
- ELECTION PROCESS:** The Director of Marketing will be elected at the Fall Membership Meeting each year by the voting members of MPA.
- FUNCTION:** The Director of Marketing will assist the President in promoting the Minnesota Paralegal Association, which will assist with the growth of the association, including sustaining members and sponsors.
- SPECIFIC RESPONSIBILITIES:** The Director of Marketing will assume the following responsibilities:
1. Explore and identify opportunities to promote the MPA to assist with the overall growth and development of MPA.
 2. Update and revise the MPA website as needed.
 3. Keep the Events Calendar current.
 4. Coordinate sending all email correspondence to the membership i.e. sectional events, email blasts, MPA events, and all other notices, as needed.
 5. Coordinate assembly and dissemination of the Citations newsletter on a monthly basis.
 6. Coordinate update and/or redesign the MPA Facebook page, the LinkedIn page, and redesign and/or update current MPA brochures and other MPA written material. Work with other Board Members and Committee Chairs to update pages relative to their specific areas.
 7. Keep abreast of on-going technology that may be assistive in fostering the growth of the association.
 8. Supervise the activities of the following persons and committees: Internet Coordinator, Citations Editor, Public Relations Chair, Social Media Coordinator and act as a liaison between the Board and these Committees.
 9. Work with the Director of Events and Corporate Sponsorship Chair to publicize events and engage sponsors.

10. Other projects and responsibilities as assigned.

- DIRECT RESPONSIBLE POSITIONS:**
- Citations Editor
 - Internet Coordinator
 - Public Relations Chair
 - Social Media Coordinator

RECOMMENDED QUALIFICATIONS: The Director of Marketing should have at least one (1) year of experience as an officer or committee chair and exhibit leadership skills.