

OBJECTIVE:

MarComm provides expertise and resources to assist **aasp** with branding, public relations and marketing initiatives and strategies in support of **aasp**'s strategic plan. The committee consists of Board and non-Board members who are active **aasp** members.

DUTIES AND RESPONSIBILITIES OF CORE MARKETING COMMITTEE MEMBERS:

- Attend committee meetings
- Develop high impact marketing messages using current and emerging tools as needed.
- Develop collateral materials & **website**
- Develop themes for web, social media, print, and advertisement messaging
- Create external messages for **aasp** constituents and the public
- In collaboration with staff, conduct market research to effectively connect with target audiences
- Curate content, including guidelines and standards that best brands the messaging
- Develop a marketing strategy that increases the involvement and retention of current members and promotes acquisition of new members

DUTIES AND RESPONSIBILITIES OF COMMITTEE REPRESENTATIVE:

- Attend quarterly committee meetings
- Develop marketing messages for your committee initiatives or events.
- Supply relevant information regarding initiatives that require MarComm resources via request form
- Provide input on marketing plan

MESSAGE PUBLICATION AND SUBMISSION GUIDELINES: *MarComm will assist in writing and editing messages submitted by committees.*

Message Content and Committee reps submit **publish-ready** content that includes:

- Subject Line
- Message Text
- Target Audience (i.e. full database, event registrants only)
- Images (optional)

Event/Initiative to be marketed finalized in committee	<ul style="list-style-type: none"> • Specific committee finalizes event information/logistics • Specific committee creates material/copy and target audience • Specific committee asks marketing representative to submit
MarComm Requests	<ul style="list-style-type: none"> • Specific committee representative submits request via portal (community quick-links) • Content is publish-ready • Submit Two weeks minimum before publish date
Communications Scheduling and DRAFT review	<ul style="list-style-type: none"> • Communications scheduled in Marketing calendar • Drafts sent to committee representative for review • Edits (if needed—3 version limit)
Marketing!	<ul style="list-style-type: none"> • Response(s) -- Click-throughs, event registrations, CTA clicks • Additional marketing needs submitted if needed