Director, Marketing and Events

Position Description

The Director of Marketing and Events is elected by the AMUG members and serves on the Board of Directors for a two-year term. The Director of Marketing and Events provides AMUG Conference growth and retention strategy that aligns with AMUG's mission, vision, objectives, and purposes.

Primary responsibilities of Director of Marketing and Events include, but are not limited to:

- Contributes to AMUG's overall efforts to grow awareness of the AMUG organization and the annual AMUG Conference.
- Collaborates with the AMUG Board of Directors, Marketing Committee, Membership Committee, and Sponsors and Exhibitor Committee to:
  - Create messaging for various audiences — exhibitors; sponsors; members; attendees; potential attendees.
  - Develop and implement a robust brand strategy, including brand guidelines, messaging, and visual identity.
  - Create measurable short and long term marketing plans
- Provide and analyze marketing data, tracking and reporting to the Board of Directors, including but not limited to:
  - Newsletter & email metrics
  - Social media metrics
  - Website analytics
- Collaborates with Director of Membership on 'Voice of member' and Director of Sponsors and Exhibitor on 'Voice of Sponsor' feedback
- As part of the Event Strategy Committee, conduct 'market research' based on global competitive activities and identify opportunities for differentiation based on:
  - Member benefits
  - Sponsor options
  - Pricing, etc.
- Provide AMUG Newsletter content as required.
- As part of the Event Strategy Committee, conduct post-event evaluations to identify areas for improvement and shifts in event strategy. Measure the success and how to improve for the future.
- Provide ongoing marketing updates and reports to the Board of Directors.
- Committee Participation:
  - Board Liaison to the Marketing Committee & Event Strategy Committee;
  - Interfaces with other committees as necessary.

Expectations

- Actively support the Objectives and Purposes of the Corporation as outlined in Article 2, Section 1 of the AMUG Bylaws.
- Knowledgeable of Roberts Rules of Order.
- Attend AMUG Board of Directors meetings.
- Attend AMUG Committee Chair meetings.
- Attend the annual AMUG Conference.
- Attend the AMUG Business Meeting at the AMUG Conference.
- Attend the annual Meeting of the Board of Directors.
- Quarterly Marketing Reporting to Board of Directors
- While financial management is the primary focus of the Treasurer, the entire AMUG Board shares the responsibility of financial oversight and accountability.

Time Commitment (minimum)

- Board of Director meetings – 1 hour @ 2/month
- Committee Chair meeting – 1 hour/month
- Annual Board meeting – up to 4 days/year (Travel required)
- Committee meetings – liaison to two committees, meeting frequency as needed to meet objectives.
- Weekly updates and monitoring could be 2-5 hours per week.
- Attend Annual AMUG Conference from Friday to Friday to work the event.
- Note: Meetings will generate action items that will require additional time

Term

- Director of Marketing and Events position is a two-year term.
- No limitation on the number of terms.

Qualification
AMUG Member in good standing as outlined in the AMUG Bylaws, Article 12, Members.

No position, except the Treasurer, may be held by the same person or employees of the same company, or employees of affiliates of the same company at time of election or appointment. In addition, the Treasurer and Director at Large may not be from the same company or affiliate due to financial responsibilities.

Experience
Demonstrated active support of AMUG's mission, philosophy, objectives, and purpose.
Director of Marketing and Events position does not provide an automatic ascension to any Board of Director position.

Revision History
First Approved 10/29/2024, AMUG Board of Directors
Amended 11/25/2024, AMUG Board of Directors
Amended 07/21/2026, AMUG Board of Directors