



## Marketing Committee Chair Job Description

9/28/2016

The Tire Society

810 E. 10th Street, Lawrence, KS 66044

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### Marketing Committee Chair

**Who:** XCOM Officer or Member-at-Large

**Length of Term:** 2 years

#### Mission

Provide services to the Tire Society to promote membership, conference participation and subscriptions to keep the society viable.

**Responsibility:** Lead the promotion and publicity committee to achieve the stated mission.

- Provide promotion and publicity services in support of the tire society conference, journal and membership business units of the Tire Society.
- Organize and facilitate a small team to produce promotion materials for the three business units.
  - A website liaison coordinator needs to work with the web service provider (Allen Press) regarding issues and changes to the website content.
    - Tire Society photo organization photos.
  - Newsletter production
- Work on forward looking initiatives to increase membership, subscribers and conference participation and sponsorships.