

2024 PM Summit Marketing and Communications Team Lead

Lead a team to develop and execute marketing channels, strategies, and communications to support the 2024 Project Management (PM) Summit being held October 18 and 19, 2024.

PM Summit Summary

The PMI Phoenix Chapter in partnership with the ASU PM Network and the PMI Tucson Chapter is again hosting the renowned annual Arizona PM Summit, continuing to build on the previous year's success. We seek interest from individuals who are passionate about taking a lead role to assist in making our next conference a success.

The PM Summit Marketing and Communications Team Lead is a prestigious volunteer role expected to begin in April and continue until October. This role requires approximately 15 hours per month.

If you have a passion for the profession and can motivate yourself and others to stay on task and go the extra mile to ensure success, then we would love to hear from you!

Prerequisites

Excellent communication skills, project management skills, and proven people management skills. Previous social media and/or email marketing experience is a plus!

Member of one of the following:

- PMI Phoenix Chapter
- ASU PM Network
- PMI Tucson Chapter

Duties/Deliverables

1. Review 2023 Marketing and Communications Plan and lessons learned for use in 2024 PM Summit plan.
2. Build and manage a team (2-4) to assist with identifying and managing the Marketing and Communications Team for the PM Summit.
3. Disseminate information about the PM Summit in a timely manner.
4. Maintain a communications schedule that details all PM Summit communications across all channels.
5. Supervise and support all communication channel activities of the PM Summit.
6. Ensure that Summit brand is understood and leveraged in communication plans.
7. Lead the development, production and release of all PM Summit communications.
8. Collaborate with the webmaster to provide PM Summit webpage content and provide input into webpage design.
9. Consult and collaborate with all members of the Conference Committee to coordinate the communication needs of the PM Summit
10. Balance the need for timely communication with the goal to keep communications concise, timely and appropriate.
11. Manage the PM Summit's approved Marketing and Communications budget.
12. Provide regular updates to the PM Summit Conference Committee Project Manager on Marketing and Communications progress (TBD by the Conference Committee Project Manager).

13. Work closely with the Marketing and Communications Team and ensure the team's volunteers are recognized during and after the PM Summit per a thought-out plan for recognition.
14. Support surveying the Marketing and Communications Team's event satisfaction.
15. Support performing volunteer follow-up, lessons learned, continuous improvement, and documentation archival.