



IMPORTANT: All Committee Director positions are semester-long appointments. If you are unable or unwilling to commit to the responsibilities of your role, please notify Cindy Fox or a member of the Executive Board as soon as possible. At the end of each semester, all newly appointed Director positions will be reviewed and voted on in preparation for the following semester.

Marketing Director – Responsibilities & Duties

The Marketing Director works alongside the VP of Marketing. The Marketing Director supports the chapter's branding, promotion, and creative initiatives, ensuring all content reflects the professionalism and values of AMA Charlotte.

Responsibilities include:

- Maintain consistency with the official **AMA Charlotte color codes and branding guidelines**.
- Create and distribute **weekly meeting recap emails** and a **semester recap email**.
- Take **photos during chapter meetings** for promotional and archival purposes.
- Develop and execute **TikTok/Reel content bi-weekly**, highlighting chapter activities and events.
- Collaborate with the VP of Marketing and VP of Communications on content creation, including **member highlights** (e.g., Senior Spotlights, Intern Spotlights).
- Design **AMA buttons, flyers, and promotional graphics** as needed.
- Use the official **AMA Canva account** strictly for Charlotte AMA purposes.
- Ensure all **passwords and login information** are kept secure, organized, and private.



- Maintain a **professional tone and style** across all posts, emails, and communications.
- Contribute creative, unique ideas to strengthen chapter marketing efforts.
- Communicate clearly with sponsors and Faculty Advisors if issues arise.
- Coordinate with the Executive Board regarding any questions, concerns, or initiatives.
- Exemplify student integrity and support fellow members in both professional and personal development.