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| International Collaboration of PeriAnaesthesia NursesICPAN | Title: Job Description: Marketing and Media Coordinator | No. | Page 1 of 2 |
| Approved By : ICPAN Board of Directors | Last Reviewed:Not Applicable |
| Effective Date: |
| Originated By:Board of Directors, 2016 |

**Definitions:**

BGM: Biennial General Meeting

MMC: Marketing and Media Coordinator

PCO: Professional Conference Organizer hired to manage the ICPAN Conference

Virtual: Being on or existing on a computer for reasons of economics, convenience, or performance

Viral Marketing: Marketing techniques using technology to increase brand awareness

Social Media: an online platform that is used by people to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections.

**Purpose:**

To oversee and coordinate virtual marketing and media design and content for ICPAN, Inc.

 **Roles and Responsibilities:**

* Be a member of the ICPAN, Inc. Board of Directors and other committees as designated
* Attend ICPAN , Inc. biennial conference and general meeting(s) in person or online
* Manage electronic media design and content (e.g., ICPAN website, other social media platforms in use as determined by the Board)
* Maintain current ICPAN information regarding the organization/conference on all virtual media platforms in use
* Works with Board of Directors, Conference Chair and a selected Professional Conference Organizing (PCO) team to efficiently disseminate organizational marketing priorities
* Write and submit reports, as required, for the Board of Directors meetings and for the BGM
* Includes Chair of the Board of Directors in all correspondence

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**Roles and Responsibilities:**

Web Site

* Consult with the provider of the web site maintenance services as per agreements in the contract
* Request assistance as per the web site contract in creating viral marketing development
* Recommend changes to the web site maintenance services contract as needed
* Participate in preparation and oversight of the web site maintenance services contract

**Term of Office:**

Two year term of office

May be re-elected and serve two consecutive terms