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| International Collaboration of PeriAnaesthesia Nurses  ICPAN | Title: Job Description: Marketing and Media Coordinator (MMC) | No. | Page 1 of 1 |
| Approved By : ICPAN Board of Directors | Last Reviewed:  July 1, 2017 JB and Lvl | |
| Effective Date: |
| Originated By:  Board of Directors |

**Purpose:**

To oversee and manage external and internal communication strategies for ICPAN Incorporated

(hereafter ICPAN).

**Responsibilities:**

**Board of Directors**

Works together with the Chair in developing succinct messages and responses

* Consults and advises the Board of Directors about comprehensive marketing, communications and public relations activities that enhance the public image of ICPAN
* Ensures short-and long- term organizational marketing priorities are implemented
* Measures and evaluates the effectiveness of communication strategies
* Responsible for electronic media design and content for the website and all virtual media platforms
* Manages editorial direction, design, production and distribution of publications
* Works with the Webmaster as per the current Web Maintenance Contract
* Monitors trends and market research in the not-for-profit sector to ensure timely and relevant information is included when developing communication strategies

**ICPAN Biennial Conference**

* Works and communicates closely with the ICPAN Conference Chair and the selected Professional Conference Organizer (PCO) including the PCO team
* Coordinates the consistent appearance for the ICPAN brand in biennial conference print and electronic materials
* Maintains, monitors and updates ICPAN information on all current marketing materials, communications and public relations/social media sites

**Term of Office:**

* Elected for a two (2) year term of office
* May be re-elected and serve two (2) consecutive terms