

NorCal Business Marketing Association



Job Description and Role Requirements

VP of Marketing + Communications

Desired Experience + Characteristics:

- Previous experience in a volunteer organization, preferably the BMA
- 5+ years of marketing experience
- Excellent communication skills
- Leadership skills
- Ability to manage a small team of volunteers
- Highly organized
- Ability to creatively plan and execute high impact, low cost marketing programs

Goals of the Position

- Raise awareness of the NorCal BMA in the Bay Area to help generate event attendees and memberships.
- Unify the marketing communications and strategy for the organization
- Build and execute campaigns utilizing the marketing volunteers on the board

Requirements:

- Must be an active NorCal BMA member (\$300 annual fee)
- Attend monthly board meetings (2 hours, either in person or via WebEx when in-person not possible) typically the first Tuesday of a month
- Attend monthly events (roughly 10 times/year, 2.5 hours per event)

Benefits:

- ½ price conference pass to the annual BMA national convention (\$555 savings)
- Free admission to all NorCal BMA monthly events
- Opportunity to network and learn from Silicon Valley marketing leaders
- Professional development and experience with the BMA, which is the pre-eminent service organization focusing solely on B2B marketers