



Marketing Committee Job Description

Purpose: To work alongside staff to support an active, comprehensive marketing strategy with the goal of building awareness of FCNN and increasing engagement among FCNs and community partners.

Composition: FCNN Directors; Volunteers recruited by Directors and approved by Committee

Chair: Board Member is appointed by Board Chair

Term: One year

Meetings: At least quarterly, as determined by members

Responsibilities:

- Contribute expertise to assist staff in establishing, monitoring, and evaluating organizational marketing, branding and communication plans and initiatives.
- Advise staff on strategies and development for various marketing communications channels and web presences including, electronic/social media (e.g. Facebook, Twitter, LinkedIn, etc.), newsletter, public relations, and printed collateral.
- Continue the evolution and enhancement of our website www.fcnn.org
- Identify media contacts and pursue media placements
- Determine processes and avenues for marketing Foundations of Faith Community Nursing courses, FCNN symposiums, and evidence-based programs

Results: Committee Chair will report outcomes achieved at each Board meeting. Relevant outcomes include website updates, marketing tools developed, outreach to symposium sponsors, # media placements, etc.