

Ohio Association for Behavior Analysis

Marketing and Technology Committee Chairperson

Position Description

Term: Two years, but renewable without limit

Estimated Time Commitment: approximately 5-10 hours per month, but possibly more immediately prior to and following the annual conference or when redesign or rebranding efforts are underway

General Overview:

According to the OHABA Bylaws, the Marketing and Technology Committee assists this organization in increasing its visibility in the community and developing and executing strategies to enhance the image of OHABA through communications with the membership, general community, and various media sources. The committee also implements OHABA's advertising policy and coordinates advertising with other relevant committees, contractors, and vendors of the organization. The Marketing and Technology Committee works alongside the Program Committee and Membership Committee to help promote the events and activities supported by each committee.

Specific Responsibilities:

1. Forms and presents a Marketing and Technology Committee to the Board for approval, comprising of individuals with marketing and communications experience.
2. Develops, or cause to be developed, OHABA's marketing tools, including OHABA collateral materials and OHABA communications protocol.
3. Reviews OHABA's web and print advertising and make recommendations for redesign. Lead charge to revise or redesign web (via GoDaddy platform) and printed materials as approved by the Board.
4. Develops and manage media relations (i.e. website, Facebook, Twitter, LinkedIn). Media posts approved by the Board will be made in no more than 48 hours of the approval. This includes monitoring and responding to messages received through any of these media platforms on no less than a weekly basis.
5. Creates, or cause to be created, external messages for OHABA constituents and the public.
6. Manages special events notices.
7. Conducts market research as needed.
8. Creates and manages communications guidelines and standards, including branding, style and editorial.
9. In collaboration with the Membership and Program Committees, assists with the development of annual marketing materials to recruit new members and conference attendees who are BACB certificants and other identified target groups (e.g., parents, educators, licensed professionals, etc.).

10. Reviews OHABA's advertising policy annually and makes recommendations to the Board regarding revisions, if needed.
11. Reviews advertising applications in accordance with OHABA's advertising policy and procedure.
12. Communicates with advertisers and potential advertisers about their applications and the results of the committee's review.
13. Works collaboratively with the Membership and Program Committees to review sponsorship applications in preparation for the annual conference.
14. Works collaboratively with OHABA's Treasurer regarding marketing materials, advertisement applications, and the process for review and payment for advertisements.
15. Writes and presents a summary of the Marketing and Technology Committee's activities for the quarterly OHABA Board meetings.
16. Attends quarterly Board Member meetings.
17. Monitors and manages email sent to the Marketing and Technology Committee no less than on a weekly basis.