

# **APICS SOUTHWEST MICHIGAN (SWMI) CHAPTER**

## **STANDARD OPERATING PROCEDURE**

**Position: VP Marketing**

**Document No: SOP0023\_ VP Marketing**

**Original Issue Date: 12/28/05**

**Issued By: Board of Directors**

**Last Revised Date: 03/16/09**

**Revised By: Board of Directors**

1. Purpose And Scope
  - a. To establish and maintain, documented information, on the responsibilities of the VP Marketing position on the Board of Director.
2. References
  - a. APICS – The Association of Operations Management
3. Areas of Responsibility
  - a. Reports and Reporting
    - i. Monthly
      1. This position will be responsible for producing a brief written report of marketing activities that will be available to all BOD members at each BOD meeting.
  - b. Meetings
    - i. Board of Directors
      1. There are 12 BOD meetings every program year (September – August). It is anticipated that this position will attend all meetings. The minimum attendance expectation is at least 10 of the 12 meetings. It is the responsibility of this position to communicate your attendance by registering under the Board Meeting section of the APICS Southwest Michigan website.
    - ii. Strategic Planning and Transitional Meeting
      1. There is one Strategic Planning meeting and Transition meeting every program year. It is expected that this position will attend this meeting.
    - iii. Professional Development Meetings / Seminars / Plant Tours
      1. It is expected that this position will attend the majority of PDM's throughout the year.
  - c. Chapter Benchmarking and Reporting (C-BAR) Program
    - i. This position is responsible for supporting the “Chapter Benchmarking and Reporting (C-BAR) Program” according to the established responsibilities on both the C-BAR checklist and yearly strategic plan. This responsibility includes submitting documentation on a timely basis.
  - d. Web Site Support
    - i. This position is responsible for supporting the web site development and maintenance.
4. Detailed Job Description
  - a. Main Duties

- i. Maintain marketing plan document, policies and procedures, and strategic plan worksheets.
  - ii. Determine market segments and niche services; monitor trend changes.
  - iii. Determine resource requirements and provide input to chapter budget and strategic planning processes.
  - iv. Create, adhere to, and monitor financial performance against marketing budget.
  - v. Analyze effectiveness of marketing plan; develop methods for building local awareness.
  - vi. Stay current with free promotional materials available from APICS Headquarters.
  - vii. Facilitate marketing committee meetings.
  - viii. Manage committee development (Recruiting/Mentoring/Measure of Performance (MOP)).
  - ix. Coordinate sales presentations to potential customers.
  - x. Research advertising or publicity methods; approve copy and formats.
  - xi. Respond to phone, e-mail, or Web site customer inquiries; track requests to marketing campaigns; create and submit timely submissions for newsletter and Web site publicity.
  - xii. Present/distribute marketing report at every BOD meeting.
  - xiii. Present marketing plan at June transition meeting.
  - xiv. Communicate closely with vice president of education, membership, and programs to integrate efforts.
  - xv. Lead in collaborating with outside professional organizations.
  - xvi. Adhere To All C-Bar And APICS Reporting Requirements
  - xvii. Forward All Required Items To Webmaster For Posting And Verify Posting
  - xviii. Prepare Articles for Monthly Newsletter as requested
  - xix. Research advertising or Promotion methods; approve copy and formats.
  - xx. Promote monthly PDM's by having them placed in the Kalamazoo Gazette and Battle Creek Enquirer Sunday Business Sections under upcoming meetings. (This should be a free service)
- b. Technical Requirements
- i. Ability to work with the BOD
  - ii. Phone, e-mail, Internet
  - iii. Access to computer with Microsoft Word, Excel, PowerPoint, and Access programs
  - iv. President and President-Elect Chapter Leadership Handbook review
  - v. Willingness to learn how to run a nonprofit business.
- c. Required Skill Sets
- i. Leadership, motivation, delegation, teambuilding, communication, organization, project planning, negotiation
  - ii. Typing and computer skills: word processing, spreadsheets, graphs, PowerPoint, Internet downloading, e-mail address groups
  - iii. Familiarity with APICS body of knowledge
  - iv. Writing skills (grammar, spelling, proofreading)
  - v. Public speaking and presentation skills (TTT minimum).
- d. Time Requirements
- i. BOD meetings: 1 per month (12 per year) at 3 hours each

- ii. Transition meeting: 1 per year in June ( All Day)
- iii. Strategic Planning Meeting: 1 per year in July
- iv. Professional development meetings: 1 per month (9 - 12 per year) at 2 hours each
- v. 5 to 10 hours additional per month depending on level of chapter activity (Special projects additional)

5. Work Instructions

- a. Simplified Job Duties
  - i. Corporate Presentations
  - ii. Company Coordinator Program
  - iii. Chapter Marketing & Promotion

6. Work Instructions

- a. Corporate Presentations
  - i. This position will take the lead on developing corporate contacts that will ultimately lead to in-house presentations on APICS Southwest Michigan.
  - ii. Our goal is to get in front of at least 6 corporations per year to discuss the benefits of APICS membership and the Educational offerings of our chapter.
- b. Company Coordinator
  - i. This position will assist the VP of Membership in securing a company coordinator at every company with membership in the APICS southwest Michigan Chapter.
- c. Marketing
  - i. This position will lead the chapter marketing effort in getting the APICS and APICS Southwest Michigan Brand in front of the community.
    - 1. This could include finding and coordinating participation in the following:
      - a. Chamber of Commerce Events
      - b. Career Fairs
      - c. Job Expo's
      - d. Charity Events
      - e. Supply Chain Expo's
  - ii. This position will also be responsible for taking the lead in promotion of APICS Southwest Michigan Educational Events including PDM's, Certification Courses, Workshops, Seminars, etc...
  - iii. This position will work with all areas to increase visibility of APICS in Southwest Michigan.

Revision Box

Requests for changes to this document must be made in writing to the issuing and approving authority together with documentation on which to base the review and approval. Listed below is the record of changes for this document. Revision level and approval of revisions are recorded on title page.

Rev	Date	Page	Paragraph	Nature of change
0	3/16/09	All	All	New Document Split from Larger Document

