

MARKETING & PARTNERSHIP DIRECTOR POSITION DESCRIPTION

Marketing & Partnership Director Mission:

The Marketing & Partnership Director implements strategies to enhance the EO experience for members, prospective members and other stakeholders in the entrepreneurial ecosystem that are aligned with the region's annual execution plan and the organization's strategic priorities. Their focus is on enhancing member engagement within EO and greater awareness and recognition for EO within the broader entrepreneurial ecosystem. This Director achieves this by mainly leveraging the Communications experts (also known as Internal and External Awareness experts), External Relationships expert, Strategic Alliances expert, and GSEA expert in their region. The Marketing & Partnership Director reports to the Regional Council Chair, liaises with the appropriate functional areas to seeks guidance and communicates regularly with the Area Directors, Growth Director and Products Director and suggests the deployment of experts to committees, chapters and staff as subject matter experts.

Qualifications:

- Either served as a Regional Council member, a member of the Global Communications Committee, External Relations Subcommittee, GSEA Subcommittee, Strategic Alliance Subcommittee, or served as an Expert and attended a GLC track as a chapter officer.
- An EO member for 5+ years and attended EO events regionally and globally
- Aligned with EO's ambition, purpose, and values
- Preferred Expertise:
 - a. Project management
 - b. Motivating and Coaching
 - c. Innovation and Creativity
 - d. Listening
 - e. Managing Conflict
 - f. Strategic Flexibility

Expectations and Responsibilities:

- Develop, with staff a regional and local strategy to support all programs and products collectively with the goal of providing awareness and driving utilization locally
- Monitor, with staff, utilization and satisfaction numbers for products and programs in the region
- Identify areas of concern within chapters and suggests the deployment of Experts as needed.
- Ensure actions are communicated to the respective Area Director.
- Interact with the Global Communications Team and External Engagement Team on a monthly/quarterly basis
- Serve as a voting member of the Regional Council, under the direction of the Regional Director
- Develop and implement retention strategies with the staff, Regional Directors and Area Directors
- Work with:
 - a. Communication Experts to ensure that members are engaged and informed. Additionally, to ensure that the EO brand name is well communicated and branded in local and regional communities
 - b. External Engagement Experts to support regional and local to ensure that the external entrepreneurial communities are engaged
 - c. Strategic Alliance Experts to identify and promote partnerships locally and regionally

Term and time commitment:

- The term is one fiscal year (1 July to 30 June) and may continue for more than one year if approved
- Conference calls 3-4 times a month, including the monthly Regional Council call with functional directors, a call with other Marketing & Partnership Director from other regions and a collaboration call with the chairs of all the committees/sub-committees
- Individual communication with staff on a regular basis
- Attend GLC to participate in Director Training and attend the Regional Council's annual planning session
- Required annual travel:
 - a. President's Meeting (January or February)
 - b. Multi-Chapter or Regional Events (as requested)
 - c. Other Regional Council meetings (as identified)

Applying and accepting a PoL role may require that you choose between the PoL role and being an EO trainer or facilitator. **Per EO's Conflict of Interest Policy, Tier 2 member leaders will be reviewed on a case-by-case basis to determine potential conflict of interests under the policy.** For questions, please contact pol@eonetw.org

