

MARKETING AND COMMUNICATIONS EXPERT POSITION DESCRIPTION

Marketing and Communications Expert Mission:

Marketing and Communications Experts serve as subject matter experts (SME) for the region, and in some instances will also be responsible for implementation of initiatives outlined in the regional action plan. The Expert is aligned with the EO's Strategic Vision, regional initiatives, and EO's mission to help leading entrepreneurs achieve their full potential.

Responsibilities:

- Serve as a conduit for information between the chapters and the regions.
- Implement plans to achieve regional communications priorities.
- Support each chapter according to their respective marketing and communications needs by:
 - a. Identifying and finding solutions for challenges and roadblocks.
 - b. Assisting chapter MCCs to develop chapter marketing and communications programmes.
 - c. Monitoring and posting on the officer online community discussions board (Samepage).
 - d. Attending monthly calls with functional teams and Regional Councils to share and receive information.
 - e. Participating on monthly calls with MCCs.
 - f. Identifying and implementing solutions for challenges and roadblocks.
 - g. Providing proven best practices.
 - h. Attending virtual training for designated area of support.
 - i. Communicating and engaging with regional leadership and staff as needed.
 - j. Advising on potential budget expenditure prior to the fiscal year that would impact member value and chapter health.
 - k. Supporting Director(s) on the Regional Council to propagate regional/ Global plans

Call Scheduling:

The Communications Experts are required to facilitate monthly calls with their regional MCCs. The call times are decided after GLC, prior to the beginning of the next fiscal year. A Member Services Center Associate coordinates with the Communications Expert and staff liaison (Senior Manager, Member Marketing and Communications) to send calendar invites.

There will be online collaboration between the MEDs and Experts on a project by project basis, and between Experts and MCCs.

Accountability:

Communications Experts report directly to the Senior Manager, Member Marketing and Communications (staff) and their respective regional Member Experience Director.

Term and time commitment:

The term for a Communications Expert is one fiscal year. The member may continue for more than one year by re-applying for the position.

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 3 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@eonetnetwork.org.

