

## CGSI Marketing Chair

Purpose: To effectively promote the CGSI organization, and its products and services to members and prospects in order to improve retention, attract new members and positively impact ongoing revenue.

Duties Include:

- 1) Conduct market research (potentially surveying existing and past members) to identify organization strengths and marketing challenges and opportunities.
- 2) Develop a long range and mid-term marketing plan for CGSI with input and assistance from the Executive Committee.
- 3) Implement marketing strategies that help ensure consistent and effective marketing focus for initiatives and campaigns that will increase retention of existing members and attract new members.
- 4) Market CGSI to other genealogical and historical organizations and website owners to create awareness of CGSI's vision, products and services, and identify potential opportunities for partnership between organizations.

This position works with:

- The Regional Reps and other volunteers to create tools that increase awareness of CGSI and attract new members. Delivery may be through the use of audio/visual presentations, printed marketing materials, and providing our representatives with techniques and approaches to help them more confidently promote CGSI at festivals, conferences, and other appropriate venues.
- The website development team and the Naše rodina editor to provide input and assistance to align content, look and feel that is aligned with our marketing positioning.
- The Publicity Chairman to ensure consistent and aligned messaging and approach in publicity and advertising.
- The Facebook and Email (Mail Chimp) editors to ensure alignment in our approach that is consistent to our marketing positioning.

Approved by Executive Committee June 16, 2015