



## Job Description: **Marketing Committee**

April 10, 2024

The Tire Society  
301 Concourse Blvd, Suite 210  
Glen Allen, VA 23059

[www.tiresociety.org](http://www.tiresociety.org)

Phone: 785-865-9403, Email: [tst.ks@kwglobal.com](mailto:tst.ks@kwglobal.com)

### **Who:**

- Chair:
  - Tire Society member
    - Ideally a Tire Society Officer or Executive Committee Member at Large
  - Appointed by Executive Committee
  - Reports to: President
  - Term: 2 years or longer
  
- Committee Member:
  - Ideally a Tire Society member
  - Appointed by Marketing Committee Chair
  - Reports to: Marketing Committee Chair
  - No specific term

**Mission:** Support the Tire Society and its activities through active marketing and publicizing of Society activities, including production of a quarterly newsletter and updating of the Tire Society web site. Develop ways of advancing the Society and improving its value to members. Ensure that planning activities extend beyond the current year.

### **Specific Responsibilities:**

- Provide marketing, promotion, and publicity to support the Tire Society conference, journal and membership.
- Meet quarterly (or more frequently as needed) to coordinate activities.
- Responsible for the following:
  - Newsletter production (ideally quarterly)
  - Outreach and non-Journal publications (advertising, press releases, articles, ....)
  - Directing website updates, with the web service provider (KGL) and identifying issues with website content.
  - Organization and publication of Tire Society photos and media.
  - Social Media presence and postings, in coordination with the Publications Committee.
- Propose and execute forward-looking projects to increase membership, subscribers, conference participation and sponsorships.
  - May include limited partnerships with other organizations, for instance “marketing trades” to promote the partner organizations’ products.
- Submit an annual budget for marketing services to the Executive Committee for review and approval.
  - Budget to include planned expenditures such as paid advertising, creation of marketing objects, specific outreach programs, and Conference “give-away” items.
  - Manage expenses to the approved budget.