



Available Board Positions

TREASURER

The Treasurer shall receive and be accountable for all funds belonging to the SDMA; pay all obligations incurred by the SDMA when payment is authorized by the SDMA Board; maintain bank accounts and depositories designated by the Board; maintain Board approved financial standards for the SDMA; be responsible for an independent financial review of the SDMA annually; collect membership dues; render quarterly and annual financial reports; and to perform such other acts as the President may direct.

Tasks

- Keep PO Box current
- Check PO Box for mail
- Pay SDMA bills
- Writes checks for postage for DM each month
- Make banking deposits
- Reconcile Checking and Savings Accounts
- Report Financial Status of SDMA to Board
- Assist President with Budgeting and Financial Planning of SDMA
- Assist with Financial Planning of Market to the Max event
- Contract for monthly dinner venue
- Coordinate attendee figures with Monthly Dinner venue
- Be responsible for independent annual review
- Create quarterly and annual financial reports

SECRETARY

It shall be the duty of the Secretary to keep all records of the SDMA Board (including keeping and publishing minutes of SDMA Board meetings), and of the SDMA and to perform such other acts as the President may direct.

Tasks

- Keeps all records of the Executive Committee and the Board of Directors meeting and distributes as required
- Monitors Job Board, working with Web Master
- Maintain and distributes Marketing Communications Calendar, Annual Calendar, invitations and email working with Marketing and the Board
- Maintain SDMA Manual
- Maintain Board Member Roster
- Answers all info@sdma.org emails

- Monitors Web site, twice a month, once after event to make sure it is delete, once mid month for general review
- Oversees mailing list staying updated in conjunction with Membership
- Maintains Membership Directory on web site

Available Chair/Co-Chair Positions

EVENTS CHAIR

The Events Chair lines up speakers for SDMA events, coordinates those events including getting speaker information to the Marketing chair, and acts as liaison between the speakers and the SDMA. The Events Chair also organizes the end of the year party.

Oversees

Our 8 monthly dinner events, booking them as often as possible 4 months in advance

Tasks

- Finds speakers for 8 monthly dinner events
- Gets speaker forms completed and topic information submitted to Marketing Chair no later than 8 weeks prior to the event
- Makes sure event facility is lined up
- Ensures speakers have necessary AV equipment for event
- Provides president with blurb for introducing each speaker
- Check pre-registration one week prior to event and take action if registration is low
- Following an event, assist marketing to do a newsletter style email that includes:
 - a. recap of event that just happened
 - b. preview of event coming up
 - c. any other news
 - d. upcoming calendar of events

SPONSORSHIP CO-CHAIR

The Sponsorship Co-Chair is shares the responsibilities of the Sponsorship Chair for soliciting sponsorship for events and the Annual Marketing Conference, receives and forwards payment to the Treasurer and ensures that Sponsors get the recognition promised by the SDMA on the Web site, email blasts and direct mail pieces.

Tasks

- Works with Board to establish sponsorship levels and benefits
- Solicits sponsors
- Forward funds to treasurer
- Forwards logos and other materials to Events for use on website and invitations
- Makes sure Sponsors get recognition promised by the SDMA
- Greet Sponsors at events, make sure they have everything they need, tables, setting out promo materials,
- Monitors Sponsorship renewals

MARKETING CHAIR

The Marketing Chair is responsible for setting the Annual Marketing Calendar, engaging copywriters for creating messaging for monthly events, distributing copy to the designer and the appropriate chairs for the Web site, Email marketing, and the Annual Marketing conference, and working with the printer for timely production of direct mail pieces

Oversees

Web site

Email marketing

DM Design/direct mail

Calendar notices

Tasks

- Sets Annual Marketing calendar
- Engage copywriters and make sure messaging for monthly events is written, approved by president, distributed to DM Design agency, email and Web site
- Site content updated each month
- Makes sure speaker forms are submitted and content handed over to copywriter to develop messaging
- Works with Sponsorship Chair to make sure sponsor logos appear correctly
- Work with PR to make sure calendar notices are distributed to media each month.
- Assists with MttM marketing, including web site, email marketing, and direct mail
- Manages DM design contest, making sure agencies stay on schedule, conform to Getty's guidelines for image usage, and that DM design agency get a free attendee for the event that they did the design for.

WEB CHAIR

The Online Marketing Chair is responsible for creating and maintaining a website that sets a standard for a marketing web Site by providing quality content and member benefits. This chairperson will work closely with Marketing.

Tasks

- Review current web site, restructure working with AdHost to be excellent example of a marketing web site
- Improve content to make site stickier, offer more member benefits, easier registration
- Explore webinar option
- Create "work space" for posting logos, etc.
- Start SDMA Blog
- Add History of SDMA to web site

MEMBERSHIP CHAIR

The Membership Chair is responsible for increasing and maintaining the membership of the organization by promoting to existing and potential new members. The Membership Chair also oversees the event registration service.

Tasks

- Grow SDMA membership
- Propose membership rates
- Respond to requests for information and assistance from members and others
- Track and update membership list, provide updated membership list to WhatCounts each month
- Email event attendee list to front desk volunteers to create badges
- Assist front desk volunteers during registration

PUBLIC RELATIONS CHAIR

The Public Relations Chair is responsible for creating awareness of the SDMA and our mission within the Direct Advertising community.

HOSPITALITY CHAIR

- Process membership applications (Individual / Corporate)
- Process walk-in registrations
- Track monthly attendee counts
- Generate registration/membership receipts (by request)
- Generate/track survey
- Monitor web site for accurate event info
- Generate reports
 - Monthly event attendees
 - Membership lists
- Event preparation and set-up
 - Produce walk-in registration forms
 - Create name tag labels for board members and attendees
 - Create blank labels with logo for walk-ins
 - Generate attendee list
 - Track veggie plate counts and provide them with tent card
 - Gather materials i.e. Sharpies, pens, reg forms, etc
- Coordinate with vendor and staff
- Purchase registration materials
 - Name tag labels
 - Sharpie
 - Board ribbons