

DIGITAL MARKETING COMMITTEE 2019

Chair: Kayla Jenkins, Society for Nutrition Education & Behavior

Charge

The Digital Marketing Committee plays an important role in ISAE's ongoing efforts to generate qualified leads by providing excellent resources and valuable content on ISAE.org and social media. This committee serves as the eyes and the ears in the industry to curate valuable, relevant content that helps association professionals be more successful, while also establishing ISAE as an authoritative industry resource. This committee is not charged with developing educational programming or general member communications. The committee will strive to support digital marketing efforts by curating and generating content for ISAE's blog, podcast, social media, website, e-Newsletter articles, white papers and other digital offerings.

Composition

Committee chairs and co-chairs are appointed by the ISAE president. All committee members shall be members in good standing of the Association. The make-up of the committee should be a diverse representation of the ISAE membership. Committee members will work closely with ISAE's director of marketing.

The term of appointment is January 2019–December 2019. All committee members should expect to contribute an average of two hours per month, with variation depending on assignments taken on.

Committee members must act in the best interest of the Association in executing their duties, keeping in mind the needs of ISAE members and potential members rather than political or personal motivations.

Benefits

Committee members will benefit from staying abreast of current issues and events of the non-profit association industry, learning about current technology trends, building their professional networks with ISAE members and contributing to the betterment of the profession and the Association.

Committee Responsibilities and Ongoing Tasks

- This committee begins work in mid-January.
 - Typically meets once a month.
 - Members should expect to spend approximately two hours of their time per month, including both meetings and content curation.
- Brainstorm topics for content over the course of a year. Content may include resources on ISAE.org (such as white papers, podcasts, how-tos, best practices and samples) and social media conversations.
- Solicit content priorities from Board of Directors and topic ideas from membership.
- Scan for industry trends and recommend authors and/or subjects for articles.
- Suggest people who would be willing to be interviewed as subjects of articles or podcasts.
- Assist with development of content for ISAE's blog through writing/designing new materials or repurposing existing materials.
- Review content as needed prior to publication.



Staff Responsibilities

- Maintain committee roster.
- Schedule committee meetings, work with co-chairs to develop agendas and complete meeting minutes.
- Provide support to the committee throughout the year.
- Track and post blog content, maintain schedules and communicate marketing plans for the association.

