

TAKE ANY DISTRICT

BOY SCOUTS OF AMERICA

PREPARED ESPECIALLY FOR:

FOR THE POSITION OF:

Marketing committee chair

KEY MEETING DATES:

District Committee meetings

POSITION CONCEPT: The primary mission of the marketing committee is to assist the district in conveying the benefits of Scouting to the general public and the Scouting family. The marketing program should create and maintain a climate of support and understanding that will assist the district in achieving its objectives.

PRINCIPAL RESPONSIBILITIES:

1. Work with the district activities chairs and council staff to develop and implement a marketing plan utilizing all event and communications opportunities to reach target audiences.
2. Utilize all media sources to create a high public visibility of the district and council.
3. Plan and execute marketing programs that will strengthen chartered organization relationships on a year-round basis.
4. Develop marketing opportunities, both internal and external, to provide public recognition of volunteers with a particular emphasis on unit-related personnel.
5. Serve as a resource for all internal printed material, with an emphasis on the district's and/or council's monthly newsletter.
6. Work with the district executive to develop an annual plan for monthly marketing emphasis.