



POSITION DESCRIPTION

KEHA Marketing and Publicity Chair

QUALIFICATIONS:

Any nominee for the KEHA State Marketing and Publicity Chair must be a member of KEHA. Excellent communication and organizational skills are required. Nominees must be innovative and comfortable with the use of technology.

TERM OF OFFICE:

An elected State Marketing and Publicity Chair shall serve for a term of three years, or until a successor is elected or appointed. No elected officer shall succeed himself/herself in the same office. The term of office will begin July 1 of the year of election.

GENERAL PURPOSE:

- Serves as point of contact for all marketing and publicity efforts for KEHA.
- Serves as coordinator of KEHA social media accounts.

SPECIFIC RESPONSIBILITIES:

- Attend all KEHA business meetings, which include the Board of Directors, Executive Committee, KEHA Annual Meeting and any special called meetings.
- Oversee marketing; providing internal and external publicity promoting KEHA.
- Promote county and area use of the marketing and publicity materials developed for KEHA.
- Align state KEHA marketing initiatives with UK FCS marketing initiatives.
- Create and maintain marketing guidelines to ensure consistent use of the KEHA logo and brand.
- Develop KEHA Week materials and provide information regarding activities for statewide implementation.
- Provide training to KEHA Board of Directors and KEHA membership on utilizing marketing materials.
- Work cooperatively with the 2nd vice president in selecting and purchase marketing items within budget guidelines.
- Collaborate with other organizations to market and promote KEHA.
- Prepare annual communication reports for KEHA.
- Promote a closer working relationship between the KEHA Board of Directors and KEHA membership.

MENTOR: KEHA President, KEHA 2nd Vice President and University of Kentucky Advisor for Marketing and Publicity.

NOTE: A state officer, state elected chairman or area president of KEHA may not resign from a presently held position in order to run for another KEHA state board position. An individual who was appointed to fill a vacancy shall be eligible to run for an elected position.