

### **Pre-requisites**

The Marketing Chair shall possess the following qualifications:

- Be a member of AAC in good standing for a minimum of 1 year
- Maintain a commitment to the AAC Mission and Goals
- Be exceptional in oral and written marketing skills
- Able to commit at least 15 hours per week on average to marketing on behalf of the AAC
- Shall be able to attend the Annual AAC International Conference
- Responsible for keeping all board confidentiality

### **Term of Service**

The Marketing Chair is appointed by the President, approved by the Board, and serves at the pleasure of the President and in keeping with the AAC By-Laws. The Marketing Chair term of service is 3 years with an annual recommitment.

### **Responsibilities**

The Marketing Chair shall have the following responsibilities:

- Develop a presence for the AAC in professional, support and membership publications and media
- Create, with the Board of Directors, a marketing plan for one, three and five years
- Implement said plans
- With the Board, develop special marketing campaigns to be introduced throughout the year with special emphasis on National Adoption Month
- Support marketing efforts for the annual conference
- Notify website administrator of articles, blogs and other marketing plans for addition to website
- Seek new venues to market the AAC