

Marketing Committee

Member Jobs

- **Committee Chair/Marketing Manager**
 - Creates strategies for bringing in more Corporate Members. Seeks out to potential corporate sponsors and presents BIO IT Coalition benefits. Aids Membership and Alliance Managers as needed. Gives immediate event information to PR, Advertising, Newsletter Reporter and Editor. Makes General Promotional material available to Membership and Alliance Managers and must approve any specific promotion to a given level of membership.

Member Relations Subcommittee

- **Corporate Member Relations Manager**
 - Personally greets “Corporate Members” and “Sponsors” at meetings and requests “Event Manager” to provide special seating, banners, acknowledgement, etc. Informs members of speaking and networking opportunities at Coalition events. Requests speaking and networking opportunities for BIO IT Coalition members. Works to obtain reciprocal or shared marketing through corporate newsletters, web sites, and events. Works with “Marketing Manager” to develop Sponsorships from Corporate Members.
- **Association Alliance Relations Manger**
 - Personally invites and greets Alliance members to Coalition events. Requests from “Events Manager” to provide Alliance attendees special seating, banners, et cetera. Reinvigorates existing Alliances and seeks new Alliances. Seeks co-operative or combined marketing opportunities with Alliance Partners. Offers reciprocal newsletter and web services for announcements and press releases. Attends Alliance Partners’ events as Ambassador of the BIO IT Coalition. Seeks speaking and networking opportunities for BIO IT Coalition from Alliance partners.
- **Individual Member Relations Manager**
 - Knows members strengths for potential speaking opportunities. Uses unique offers to attract more members, such as, bring a friend for free. Suggests small businesses or individuals sponsor a Student Scholar for increased involvement in coalition and increased business visibility. Recruits graduating student members for individual membership.

- **Government Employee Member Relations Manager**
 - Contact existing “Government Employee Members” to congratulate them on new membership “status”. Attends Bio and IT government functions as ambassador of the BIO IT Coalition to recruit new members. For example, hands out businesses cards offering individual rates for Government Employees. Contact Capital Hill offices concerned with Bio and IT issues to invite staffers to events.
- **Student Membership and University Relations Manager**
 - Works with Deans of Universities to identify a Coalition liaison. Makes certain PR sends press releases to University newspapers and radio. Heads Up Student Scholar Program and requests universities to suggest the best and brightest students apply. Attends student job fairs to recruit members and works with “Corporate Membership Relations Manager” to see if corporate members have a table to share.

Newsletter Subcommittee

- **Newsletter Manager/Editor**
 - Collects all input from Managers, Reporter, PR and Advertising for editorial review and formatting. Adds sponsor advertising and promotional material to create newsletter.
- **Newsletter Reporter**
 - Covers Highlights of Coalition Events, meetings and events to which the Coalition has been invited. Interviews Sponsors, Student Scholars, Speakers, and Members.

Public Relations and Advertising Subcommittee

- **Public Relations Manager**
 - Writes Press Releases about Coalition news. Makes certain Newsletter Manager, Alliance and Membership Managers, as well as trade journals, newspapers, University newspapers and on-line Billboards receive press releases. Reinvigorates old relationships and develops new relationships with trade journals and papers. Searches for new on-line venues for promotion of the Coalition.
- **Creative Advertising Manager**
 - Creates advertising in the right size with the right message for print, brochures, and handouts to be used at events, in trade journals and membership drives. Works closely with Marketing and Newsletter Managers.