

BOARD + DIRECTOR OF MARKETING



Mission Statement: The mission of the San Francisco Bay Area chapter of NARI (SFBA NARI) is to build an interactive community of general contractors, trade contractors, specialty contractors, designers, suppliers, and affiliated professionals within the remodeling industry.

Board of directors' description: The governing body of San Francisco Bay Area chapter of NARI is its Board of Directors. The Board is charged with performing the policy-making function, as well as giving strategic direction to the programs and activities of the association. As a member of the Board, a director has a fiduciary duty to the National Association of the Remodeling Industry, San Francisco Bay Area Chapter, to act in good faith and in the best interests of the Association. **All Board Members shall serve a minimum of one term, which is defined as 2 years, except for the President.**

The board of directors is responsible for:

1. Basic knowledge of parliamentary procedure ([Robert's Rules of Order](#) or [Standard Code of Parliamentary Procedure](#)).
2. Identifying any potential conflicts of interest for the organization including an annual review and signing of own annual conflict of interest and harassment policies.
3. Knowledge of duty of care and duty of loyalty for the chapter (see annual board orientations &/or annual conflict of interest forms)
4. General understanding of the [chapter's bylaws](#)
5. General understanding of the [chapter's policy manual](#) especially these sections:
 - ☐ Solicitation Policy (page 7)
 - ☐ Working Atmosphere Policy (page 7)
 - ☐ Conflict of Interest (page 10)
 - ☐ Code of Ethics (page 32)
 - ☐ Board of Directors (pages 18-33)
6. Reviewing board reports, committee reports, and/or other proposed action items before the meetings
7. Respond to urgent action items or email board votes within the time requested by the President or Executive Director.
8. Determining how the organization carries out its mission through long-term and short-term planning; additionally, evaluating the overall performance of the organization in achieving its mission.
9. Adopting an annual budget and providing fiscal oversight.
10. Establishing policies for the effective management of the organization.
11. In partnership with the Executive Director, recruit, orient, and develop new board members.
12. Hiring and evaluating the performance of the executive director.

Benefits from serving on board of directors:

1. Improve team leadership qualities.
2. Grow communication skills, and the ability to resolve conflicts and build consensus while working with many different board members who come from different backgrounds and different viewpoints.
3. Expand and sharpen skill set in one or all of the following: business strategies, marketing strategies, and fundraising strategies.
4. Build professional credibility and resume enrichment: Selection for a board position shows that an organization is entrusting you with a vital, visible, and high-impact role. It is a public endorsement of your expertise and value.
5. Make an impact in your community of remodeling colleagues in either the short-term or long-term.

The responsibilities of the Director of Marketing include:

MARKETING:

1. Overseeing the strategic marketing initiatives so they are fully developed, implemented, managed, and analyzed.
2. Designing, editing, implementing and track outbound communications and marketing in conjunction with the Marketing Chair.
3. Creating campaigns and materials to showcase chapter programs, services, certification, events and benefits to enrich our existing members experience, entice prospective members and make NARI a trusted resource to the consumer in collaboration with the Marketing Chair and Executive Director.
4. Managing entire in-house marketing calendar, writing and designing digital and print marketing materials, social media posts, and email marketing using data to drive recommendations for content, productions and distribution in collaboration with the Marketing Chair and Executive Director.
5. ***If no committee exists, then the Director of Marketing & Public Relations will need to take on the tasks of the committee.***

Qualifications for the Director of Marketing include:

1. **Ability to be self-motivated, take initiative, and use of available resources to be fully trained in the position within 6 months of the start date** (e.g. visit local & National websites for information, use of own or SFBA NARI provided planning documents, and ask questions of other board members & Executive Director).
2. Must also have served on the Board or on a Committee during current year and/or must have attended 50% of Board meetings during current year.

Time Demands (approximate):

1. 1.5 hours a month to attend Board meetings; must attend at least 9 Board Meetings per year.
2. 2.5 hours a month to attend Chapter Meeting (must attend at least half of Chapter Meetings per year.
3. All Board members must be members (or employees of members) of the local NARI chapter in good standing.
4. All Board members are required to attend all Strategic Planning Meetings (1 or 2 per year typically in the Spring and Fall).

5. Attend most Chapter events, Remodeling Awards Gala (BARAs), etc.

Financial and Resource Development Expectations:

1. Outreach and encourage registration of members and guests for chapter events.
2. Recruit event sponsors if possible.
3. Identify and assist in the cultivation of new/renewing members.