

FMA Officer Descriptions and Duties

Marketing Officer

The marketing officer is responsible for developing and implementing a marketing plan for the chapter while remaining within the board approved marketing budget. Specific responsibilities include:

- Reporting to the chapter's Board of Directors on all matters pertaining to marketing of the chapter and its message on and off campus.
- Report marketing expenditures to chapter treasurer.
- Create marketing materials for chapter events and ensure timely delivery of event information to the public.
- Maintaining accurate records of chapter marketing materials.