



## Position Description

### Promotions Director

#### Portfolio: Promotions

The purpose of the Promotions Director is to oversee the Society's promotional efforts. This includes planning campaigns and events that celebrate RxTechDay and Pharmacy Awareness Month. In addition, the Promotions Director oversees the awards program and promotional materials.

#### Primary Responsibilities:

- Plan events and campaigns to celebrate Pharmacy Technicians Day (third Tuesday of October).
- Plan events and campaigns to celebrate Pharmacy Awareness Month (March).
- Coordinates the Professionalism Award
- Along with the Communications Committee use the website and social media to promote the profession and Society initiatives.
- Manage the inventory of PTSA swag and fulfil orders through the Shopping Cart.
- Oversees the advertising program.

#### All board members are responsible to:

- Prepare for and attend board meetings and the annual general meeting.
- Report on the status of assigned initiatives and keep the board apprised of completed work.
- Recruit, chair or liaise with committees in order to achieve initiatives.
- Prepare blog submissions to communicate with the membership.
- Approve an annual budget and ensure expenditures are within the budget.
- Develop and/or maintain policies for governing the Society.
- Represent PTSA at various functions.
- Assist the transition of successors.