



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.

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).
- 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.