

Memphis Academy of Nutrition and Dietetics



an affiliate of the

Academy of Nutrition and Dietetics

Marketing/National Nutrition Month Representative (revised 5/2018)

Description of position: The Marketing Chair(s) are responsible for promoting the events of MAND on various social media sites, publishing a monthly newsletter for the organization, and maintaining and coordination post for the MAND blog each month, or as indicated. Responsible for planning and executing activities for National Nutrition Month (March).

Purpose of position: To promote nutrition and MAND throughout the community.

How assigned: Appointed by the MAND president to serve for a term of one year.

II. Term or office: June 1 – May 31

III. Primary responsibilities

A. Post weekly social media messages sent by the TAND Marketing Chair to MAND Facebook and Twitter accounts.

B. Post other various events and announcements for MAND to Facebook and Twitter.

C. Promote National Nutrition Month by planning activities for the organizations throughout the city. Past events have included an informational table at the Farmer's Market, various 5k races, and the Kroc Center.

E. Create and send a monthly newsletter with various events, announcements, and other topics to membership.

F. Manage the MAND blog by creating monthly posts and/or requesting volunteer posts (undergraduate students, interns, fellow MAND members, etc).

G. Keep MAND website updated including upcoming events/CPE

IV. Budget: Supplies as needed for National Nutrition Month (Stickers, balloons, handouts, printing fees, etc). Each year, TAND offers a stipend for each district of \$150 which we have utilized for these costs. Website domain and platform fees

V. Other Board members with who this position works closely: President

VI. Number of committee members required to accomplish task: 1-2.

Marketing/National Nutrition Month Representative, continued

VII. Time line:

- July** Transition to position by obtaining all account information and passwords from previous Marketing Representative. Begin monthly newsletter, blog, and weekly social media posts. Update board member profiles on website.
- September** Update Scholarship and Award applications on website and promote Fall Breakfast
- December** Inform MAND members of National Nutrition Month theme. Encourage participation/planning for upcoming NNM. Promote Holiday Party.
- January** Assist with advertising for MAND Fundraiser, as requested by Fundraising Chair.
- February** Plan NNM activities for March (2-3 activities suggested)
- March** Encourage all members to report back any NNM activities that were done via a form placed in the newsletter. Plan, set up, and organize volunteers for planned NNM activities.
- April** Submit report to MAND President and board.
- Remainder of year** Continue weekly social media posts, monthly newsletter, and blog.