



SMANA

SOCIAL MARKETING
ASSOCIATION OF
NORTH AMERICA

Advancing Behavior Change for Social Good

Programs Committee Member Description of Role and Responsibilities

Purpose of the Programs Committee: The SMANA Programs Committee is responsible for providing SMANA members with unique member benefits. Member benefits are meant to increase the networks, skillsets, knowledge and/or awareness in the social marketing arena. Benefits can include but are not limited to on-demand content, networking events, ask the expert events, and conference partnerships.

Position	Programs Committee Member
Purpose	To support the activities of the Programs Committee and represent views of the social marketing community using your own background and organization as an informing mechanism.
Location	Primary residence must be in North America, work can be done remotely
Key Responsibilities	<ul style="list-style-type: none"> • Attendance at monthly meetings • Provide feedback and suggestions to support the mandate of the Programs Committee • Participate in tasks under the responsibility of the Programs Committee • Other duties as needed
Reports to	SMANA Programs Committee Chair
Length of Appointment	NA
Time Commitment:	<ul style="list-style-type: none"> • 1-3 hours per week • Monthly committee meetings (1 hour)
Qualifications/ Requirements	<ul style="list-style-type: none"> • SMANA member • Interest in social marketing
Support	Orientation supported by Programs Committee Chair
Orientation	<p>Within the first month of the beginning of their service, the Program Committee Chair agrees to familiarize themselves with SMANA by:</p> <ul style="list-style-type: none"> • Reading SMANA's bylaws and mission statement: http://smana.org/wp-content/uploads/2017/03/FINAL-SMANA-Bylaws-Updated-2017-10.pdf



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	<ul style="list-style-type: none">• Visiting the SMANA website: www.smana.org• Reviewing committee procedures: http://smana.org/wp-content/uploads/2017/03/Board-Committee-Procedures-Final.pdf• Reading past Programs Committee meeting minutes• Reviewing the Programs Committee Google Drive folder• Reviewing General Member roles and responsibilities
Active Participation	Members will actively participate in the Program Committee by: <ul style="list-style-type: none">• Providing enough time during the year to support SMANA's goals• Attending at least 70% of regularly scheduled meetings (approx 7 per year)• Providing feedback and contributing ideas as needed
Enhance Image and Public Awareness	Enhance the organization's standing and awareness in the social marketing and behavior change community by: <ul style="list-style-type: none">• Knowing the mission, purposes, goals, programs, policies, strengths, and needs of the organization• Talking with colleagues about joining SMANA and seek out new members• Enhancing SMANA's public image and awareness by whatever means comes naturally (i.e. write an article, hold an event, give a presentation, etc.)• Representing SMANA professionally

