



# SMANA

SOCIAL MARKETING  
ASSOCIATION OF  
NORTH AMERICA

Advancing Behavior Change for Social Good

## Programs Committee Coordinator 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.

<b>Position</b>	<b>Programs Committee Member</b>
<b>Purpose</b>	To assist with the management of Program Committee meetings, events, and other relevant Committee programs and services.
<b>Location</b>	Primary residence must be in North America, work can be done remotely
<b>Key Responsibilities</b>	<ul style="list-style-type: none"> <li>● Manage the SMANA Programs Committee email account, properly categorizing and responding to emails in a timely manner</li> <li>● Liaise with networking event organizers as well as the Programs Committee</li> <li>● Attend weekly check-in meetings</li> <li>● Attend monthly Programs Committee meetings</li> <li>● Other duties as needed</li> </ul>
<b>Reports to</b>	SMANA Programs Committee Chair or SMANA Executive Committee if Chair is vacant
<b>Length of Appointment</b>	6 months to 2 years
<b>Time Commitment:</b>	<ul style="list-style-type: none"> <li>● 5 hours maximum per week</li> <li>● Weekly check-in meeting (30 min - 1 hr)</li> <li>● Monthly meetings (1 hour)</li> </ul>
<b>Qualifications/ Requirements</b>	<ul style="list-style-type: none"> <li>● SMANA member</li> <li>● Undergraduate/Graduate students or someone interested in social marketing</li> <li>● Skilled in writing, time management, programming</li> <li>● Skilled in Microsoft Office and Google Docs</li> <li>● Ability to work on multiple projects</li> <li>● Excellent organization skills</li> </ul>



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	<ul style="list-style-type: none"> <li>• Ability to work as a team and share ideas and also work independently on tasks assigned outside of scheduled meetings</li> <li>• Enthusiasm for, and experience in, event planning, preferred</li> <li>• Excellent communication and listening skills</li> </ul>
<b>Support</b>	Training provided Programs Committee Chair or SMANA Executive Committee if Chair is vacant
<b>Orientation</b>	<p>Within the first month of the beginning of their service, the Program Committee Coordinator agrees to familiarize themselves by:</p> <ul style="list-style-type: none"> <li>• Reading SMANA's bylaws: <a href="http://smana.org/wp-content/uploads/2017/03/FINAL-SMANA-Bylaws-Updated-2017-10.pdf">http://smana.org/wp-content/uploads/2017/03/FINAL-SMANA-Bylaws-Updated-2017-10.pdf</a></li> <li>• Visiting the SMANA website: <a href="http://www.smana.org">www.smana.org</a></li> <li>• Reviewing committee procedures: <a href="http://smana.org/wp-content/uploads/2017/03/Board-Committee-Procedures-Final.pdf">http://smana.org/wp-content/uploads/2017/03/Board-Committee-Procedures-Final.pdf</a></li> <li>• Reading past Program Committee meeting minutes</li> <li>• Reviewing the Programs Committee Google Drive folder</li> <li>• Review Programs Coordinator and Chair roles and responsibilities documents</li> </ul>
<b>Active Participation</b>	<p>Actively support the Programs Committee chair and provide ongoing assistance by:</p> <ul style="list-style-type: none"> <li>• Attending weekly check-in meetings and provide updates on project progress</li> <li>• Attendance at scheduled committee meetings</li> <li>• Ensuring that all pre-event, day-of event and post event duties are complete as outlined in relevant process documents (TBD)</li> <li>• Taking part in the post-event debrief, during which event successes, challenges and opportunities for improvement are discussed</li> <li>• Maintaining up-to-date workplan and communicating needs in a timely manner</li> <li>• Maintaining SMANA Program Committee email account and committee membership list</li> <li>• Liaising with networking event hosts and providing support as needed to carry out their respective events</li> <li>• Providing enough time during the year to support SMANA's goals</li> <li>• Support other activities and initiatives as they arise (e.g. Ask the Expert events)</li> </ul>



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**Enhance Image  
and Public  
Awareness**

Enhance the organization's standing and awareness in the social marketing and behavior change community by:

- Knowing the mission, purposes, goals, programs, policies, strengths, and needs of the organization
- Talking with colleagues about joining SMANA and seeking 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.)
- Demonstrating loyalty and representing SMANA in a positive and supportive manner



