



# SMANA

SOCIAL MARKETING  
ASSOCIATION OF  
NORTH AMERICA

Advancing Behavior Change for Social Good

## External Affairs Committee Chair Description of Role and Responsibilities

**Purpose of the External Affairs Committee:** The SMANA External Affairs Committee manages the social marketing listerv, creates our newsletter, oversees branding, develops our online presence, supports SMANA at industry conferences, educates others about social marketing and more.

<b>Position</b>	<b>External Affairs Committee Chair</b>
<b>Role</b>	The role of the External Affairs Committee Chair is to ensure that the External Affairs Committee carries out its mandated role, that there is full participation during meetings, that all relevant matters are discussed and that effective decisions are made and carried out.
<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>● Schedule meeting dates, times and access</li><li>● Chair at least 80% of regularly scheduled meetings</li><li>● Ensure meetings are called and held in accordance with the organization's' mandate</li><li>● In consultation with the Executive Committee, External Affairs Coordinator, and/or other board or committee members, establish and confirm an agenda for each meeting</li><li>● Ensure the meeting agenda and relevant documents are circulated to the members of the committee 3-5 days in advance of the meeting</li><li>● Officiate and conduct meetings</li><li>● Provide leadership and ensure External Affairs Committee members are aware of their obligations. Monitor committee members compliance with their responsibilities</li><li>● Ensure there is sufficient time during the meeting to fully discuss agenda items</li><li>● Ensure that discussion on agenda items is on topic, productive and professional</li><li>● Ensure minutes are complete and accurate, retained, included, and reviewed at the next meeting</li><li>● Track any action items from meetings</li><li>● Other duties as needed</li></ul>
<b>Reports to</b>	SMANA Board of Directors
<b>Length of Appointment</b>	1 year term with the possibility of up to 2 renewals



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<b>Time Commitment:</b>	5-7 hours per week
<b>Qualifications/ Requirements</b>	<ul style="list-style-type: none"> <li>● SMANA member</li> <li>● 1 year as a general member of the External Affairs Committee, preferred</li> <li>● Undergraduate degree in social marketing or related field preferred</li> <li>● 5+ years experience in social marketing, or related field, preferred</li> <li>● 2+ years volunteer management experience, preferred</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>● Previous board, committee or strategic planning experience an asset</li> </ul>
<b>Initial Screening</b>	
<b>Support</b>	Training provided by previous Chair and SMANA Executive Committee
<b>Orientation</b>	<p>Within the first month of the beginning of their service, the External Affairs Committee Chair agrees to familiarize themselves with SMANA by:</p> <ul style="list-style-type: none"> <li>● Reading SMANA's bylaws and mission statement: <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> </ul>
<b>Strategic Planning and Governance Integrity</b>	<p>Ensure effective governance of the External Affairs Committee by:</p> <ul style="list-style-type: none"> <li>● Providing suggestions and supporting strategic planning direction</li> <li>● Determining, monitoring and strengthening our external affairs and communication efforts</li> <li>● Maintaining accountability and legal and ethical integrity</li> <li>● Managing resources to accomplish the mission and goals</li> <li>● Recruiting an effective External Affairs Committee that can accomplish our mission</li> <li>● Maintaining the integrity of the organization by avoiding conflicts of interest</li> <li>● Evaluating the External Affairs Committee's effectiveness and contributing to change/improvement as necessary</li> </ul>



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	<ul style="list-style-type: none"><li>• Ensuring (when/where applicable) that appropriate budgetary, accounting, auditing, reporting and investment procedures are in place and followed</li></ul>
<b>Resource Maintenance and Growth</b>	<p>Ensure adequate financial resources to sustain and grow the organization by:</p> <ul style="list-style-type: none"><li>• Paying annual membership dues on time</li><li>• Participating in fundraising activities such as special events, solicitations, etc.</li></ul>
<b>Enhance Image and Public Awareness</b>	<p>Enhance the organization's standing and awareness in the social marketing and behavior change community by:</p> <ul style="list-style-type: none"><li>• Knowing the mission, purposes, goals, programs, policies, strengths, and needs of the organization</li><li>• Talking with colleagues about joining SMANA and seek out new members</li><li>• Enhancing SMANA's public image and awareness by whatever means comes naturally (i.e. write an article, hold an event, give a presentation, etc.)</li><li>• Demonstrating loyalty and representing SMANA in a positive and supportive manner</li></ul>