



# SMANA

SOCIAL MARKETING  
ASSOCIATION OF  
NORTH AMERICA

Advancing Behavior Change for Social Good

## External Affairs Committee Member 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 Member</b>
<b>Purpose</b>	To support the activities of the External Affairs Committee and represent views of the social marketing community using your own background and organization as an informing mechanism.
<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>● Attendance at monthly meetings</li><li>● Provide feedback and suggestions to support the mandate of the External Affairs Committee</li><li>● Participate in tasks under the responsibility of the External Affairs Committee</li><li>● Other duties as needed</li></ul>
<b>Reports to</b>	SMANA External Affairs Committee Chair
<b>Length of Appointment</b>	TBD
<b>Time Commitment:</b>	<ul style="list-style-type: none"><li>● 1-3 hours per week</li><li>● Monthly committee meetings (1 hour)</li></ul>
<b>Qualifications/ Requirements</b>	<ul style="list-style-type: none"><li>● SMANA member</li><li>● Interest in social marketing</li></ul>
<b>Initial Screening</b>	
<b>Support</b>	Orientation supported by External Affairs Committee Chair
<b>Orientation</b>	Within the first month of the beginning of their service, the Program Committee Chair agrees to familiarize themselves with SMANA by: <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></ul>



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	<ul style="list-style-type: none"><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>Active Participation</b>	Members will actively participate in the External Affairs Committee by: <ul style="list-style-type: none"><li>● Providing enough time during the year to support SMANA's goals</li><li>● Attending at least 70% of regularly scheduled meetings (approx 7 per year)</li><li>● Providing feedback and contributing ideas as needed</li></ul>
<b>Enhance Image and Public Awareness</b>	Enhance the organization's standing and awareness in the social marketing and behavior change community by: <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>● Representing SMANA professionally</li></ul>