

Glendale Chamber of Commerce: Marketing Committee

December 2, 2022

Purpose: The Glendale Chamber of Commerce (GCC) thrives on gaining new members, engaging existing members and creating learning opportunities for the business community in Glendale, Arizona. This committee will increase GCC brand awareness through marketing strategies that align with organizational membership growth and engagement activities. The priorities of the committee will include:

- Understand organizational goals which can be positively impacted through marketing and assist GCC with active marketing practices
- Review marketing priorities and budgets (including in-kind assets) and make recommendations to leverage opportunities and solve challenges
- Create and implement learning opportunities (e.g. Lunch and Learn) for GCC members and prospective members focused on B2C and B2B marketing strategies/best practices

Committee Members: Members of the Marketing Committee should be either marketing professionals or strong marketers in their own field. GCC is seeking members who are **experts** in the following areas:

- Marketing Strategy
- Branding/Graphic Design
- Website/Web Design
- Social Media
- Advertising
- Public Relations/Content Strategy

Committee Member Expectations: As an active, action-oriented committee, team members will be expected to participate through voice **AND** action. Through planning and self-assignment, this committee will be a strong asset to the GCC. This team will set tangible goals for success that align with organizational goals. To this end, members will be expected to participate in monthly meetings along with other planning projects.

To encourage those who will be actively engaged to apply for membership to this committee, GCC is asking for a resume, short biography and a couple paragraphs regarding how members believe their participation will be productive. This process will enable to GCC to ensure a productive committee.