**Job Description and Duties for the Director of Electronic Communications**

**Job Duties As Described in the Constitution**

"Section 7. The Director of Electronic Communications shall serve as web master for the SMA web site, and shall also provide technical and strategic assistance to the Association as requested by the President and President-Elect. The Director of Electronic Communications shall be responsible for sending electronic correspondence (email, list serve) as directed by the President and President-Elect." (Article V: Officers and Duties, SMA Constitution 2016, p. 4)

**Responsibilities**

The Director of Electronic Communications is responsible for the following:
1. Updating and maintaining the SMA website
2. Providing both email and all social media communications to members
3. Evaluating website/management software.
4. Updating the website, including the site map.
5. Maintaining a style guide for the website and electronic communications.
6. Creating links for exhibitors, sponsors, and advertisers.
7. Setting up membership categories on the backend of the website.
8. Setting up events for conference registration on the backend.
9. Changing the fee for late registration on the online registration form.
10. Evaluating conference paper and proceedings submissions software.
11. Sending electronic correspondence to members and other target audiences.
12. Helping members with registration and access to their membership accounts.
13. Downloading system reports for other Executive Committee members.
14. Performing duties at the conference.

1. **Evaluating Website/Management Software:**

   The Director of Electronic Communications evaluates website/membership software to meet the needs of the SMA. The current system is Wild Apricot (https://www.wildapricot.com/). This software should be periodically evaluated to ensure that it continues to meet the needs of the SMA.

2. **Updating the Website, Including the Site Map:**

   The Director of Electronic Communications works with the following parties to get content to update each page of the website:
   1. ***SMA Executive Committee Members:*** Program Chair, President, Secretary, Treasurer, Director of Membership, Executive Director, Proceedings Editor, and Director of Academic Placement Services.

2. ***Event Chairs:*** Doctoral Consortium Chair, Teaching Competitions Event Chair, Doctoral Student Competitions Event Chair, and Teaching Moments Chair.
3. ***Board of Governors' Representatives:*** Chair, Board of Governors and other Board of Governors' representatives.

The Director of Electronic Communications also updates the site map for the website and each of the following web pages:
1. **Home:** Call for Papers, Submit Your Work via Easy Chair, Hotel & Flight Deals
2. **About SMA**
   a. Board of Governors (Current and Past)
   b. Executive Committee (Current and Past)
   c. SMA Distinguished Fellows
3. **Conference:**
   a. Upcoming Conference
      i. Call For Papers
      ii. Registration
      iii. Proceedings Guidelines
      iv. Program
      v. Flight & Hotel Information
      vi. Workshops
      vii. Session Chair Instructions
   b. Teaching Competitions
      i. Distinguished Teaching Competition
      ii. Innovations in Teaching Competition
   c. Doctoral Student Competitions
      i. Dissertation Competition
      ii. Best Research Competition
   d. Exhibitors, Sponsors, & Advertisers
   e. Past Conference Programs
4. **Membership**
   a. Join SMA
   b. Membership Benefits
   c. Publications
      i. Online Journal Access
      ii. Conference Proceedings
5. **Resources**
   a. Academic Placement Services
   b. Doctoral Consortium
   c. Teaching Moments
   d. SMA Journals
   e. Journal Call for Papers
   f. Newsletters

3. **Maintaining a Style Guide for the Website and Electronic Communications**

The Director of Electronic Communications maintains a style guide for the website and electronic communications. This style guide is used to maintain consistency in the formatting and presentation of information conveyed through electronic communications.

4. **Creating Links for Exhibitors, Sponsors, and Advertisers:**

   The Director of Electronic Communications works with the Executive Director on creating public and private links for exhibitors, sponsors, and advertisers to facilitate online payments for such activities.

5. **Setting Up Membership Categories on the Backend of the Website**

   The Director of Electronic Communications sets up membership categories so members can select appropriate membership categories and pay for membership ($50). The membership categories currently set up are:
   1. Fellow
   2. Regular
   3. Student

6. **Setting Up Events for Conference Registration on the Backend**

   The Director of Electronic Communications sets up the following conference events (including the event details, registration forms, registration types and settings with membership fees):
   1. Applicant for Academic Placement Services (with associated fees)
   2. Hiring for Academic Placement Services (with associated fees)
   3. Society for Marketing Advances Conference (with associated fees):
      a. Doctoral Consortium
      b. Fellow
      c. Regular
      d. Student

7. **Changing the Fee for Late Registration on the Online Registration Form**

   The Director of Electronic Communications changes the fee for late registration on the online registration form during the following periods:
   1. October 2 - 27: $50 fee increase on the early bird registration.
   2. Week of the conference: an additional $50 fee increase on the previous late fee.

   Note, early bird registration is post-conference - October 1.

   The Executive Committee voted for this fee structure for conference registration, effective for the 2018 SMA Annual Conference.

| Membership | Early Bird Registration (Post-conference - Oct. 1) | Regular Registration (Oct. 2 - Oct. 27) | Late Registration (Week of the conference) |
|---|---|---|---|
| Fellows and Regular | $350 | $400 | $450 |
| Students | $225 | $275 | $325 |
| Doctoral Consortium | $275 | $325 | Not available |

Note, after working with the SMA Treasurer on the payments workflow, conference registration will be set up for conferences starting with the 2019 SMA Annual Conference as follows:

Membership fee is first paid: $50.

Then conference registration paid:

| Membership | Early Bird Registration (Post-conference - Oct. 1) | Regular Registration (Oct. 2 - Oct. 27) | Late Registration (Week of the conference) |
|---|---|---|---|
| Fellows and Regular | $300 | $350 | $400 |
| Students | $175 | $225 | $275 |
| Doctoral Consortium | $225 | $275 | Not available |

8. **Evaluating Conference Paper and Proceedings Submissions Software:**

The Director of Electronic Communications evaluates conference paper and proceedings submission software to meet the needs of SMA. The current recommended system is EasyChair (https://easychair.org). This system should be reviewed periodically to ensure that it meets the needs of SMA.

9. **Sending Electronic Correspondence to Members and other Target Audiences:**

The Director of Electronic Communications sends electronic correspondence through the website/management software and the SMA's Gmail account (marketingadvances.org@gmail.com). The following emails are sent to SMA members and other target audiences:
1. Calls for
    a. Papers
    b. Panelists
    c. Newsletter Contributions
    d. Nominations: Distinguished Fellow
    e. Reviewers: Doctoral Dissertation Proposal Competition
2. Conference Submission Deadlines, Extensions, and Countdowns
3. Newsletters
4. Conference Registration

5. Conference Tentative Schedule
6. Conference Program and Updates
7. Conference Events (e.g., Thirsty Thursday)
8. Journal Special Issues
9. Flight and Hotel Information
10. Executive Committee: Open Positions
11. SMA Member Votes
12. Other Correspondence to assist other Executive committee members

10. **Helping Members with Registration and Access To Their Membership Accounts**

The Director of Electronic Communications helps members (current and prospective) with the registration process by providing additional assistance with registration through the website, including:
1. Providing rebates as refunds where online registration may overcharge members during registration.
2. Providing assistance with usernames and password resets.

11. **Downloading System Reports For Other Executive Committee Members**

The Director of Electronic Communications downloads system reports from the website/membership software to assist other Executive Committee members. These reports include:
1. List of conference attendees
2. List of Exhibitors, Sponsors, & Advertisers
3. List of conference attendees participating in SMA events (e.g., Thirsty Thursday)
4. List of conference attendees participating in SMA Workshops (e.g., PLS-SEM).
5. Membership database reports
6. Other reports requested by Executive Committee members

12. **Performing Duties at the Conference**

The Director of Electronic Communications performs several duties at the conference:
1. Arriving early to help with conference set-up and attend pre-conference Executive Committee meeting.
2. Attending all Executive Committee meetings.
3. Attend Business meeting, when available.
4. Presenting on the website at the conference.
5. Helping at the conference registration desk with on-site registrations and welcoming conference attendees.
6. Providing technical assistance at the conference.
7. Training student workers on how to do on-site conference registration.
8. Staying to help with conference wrap-up, including breaking down and packing equipment.