

**NAFSA: Association of International Educators  
Region X Position Description**

**MARKETING & DEVELOPMENT REPRESENTATIVE**

- Term: Two years, two months
- Appointment: By the regional Executive Committee in consultation with the current Marketing & Development Representative
- Qualifications: A NAFSA member. Minimum of two years experience in the field of international education. Must be knowledgeable about businesses and organizations with an interest in NAFSA, its regional activities and members. Must have institutional support for acceptance of responsibilities. A demonstrated commitment to the concept of professional development through participation in conferences and workshops. Ability to travel to potential regional conference sites.
- Time Commitment: One hour per week, with increased responsibilities and time commitment after team meeting in Feb/March and before regional conferences, in addition to time commitment for conference calls and meetings. Will also require time to revise and update expo sales documents as well as set up exhibitor registration and outreach prior to Annual Conference.
- Responsibilities: Attend all team meetings, regional conferences, and when possible, the Annual NAFSA Conference. (Note that some regional team meetings may be held as teleconferences at the discretion of the Chair):
- 4 Team Meetings: Spring Team Training (Feb-March); Team Meeting at Annual conference (May-June); Pre-regional Conference Meeting (October-November); Post-regional Conference Meeting (October-November)  
Annual NAFSA Conference (May-June): Attend Marketing & Development Representative and regional team meetings  
Conference calls (Throughout the year, but weekly leading up to the Regional Conference): Provide updates to team about marketing efforts and exhibitors for the regional conference
- Serve as a responsible member of the regional team.
  - Maintain an ongoing file of marketing and development activities including a resource/information file, a list of organizations and individuals who are current or potential sponsors, partners, exhibitors, advertisers, etc., for various regional programs and activities.
  - Maintain professional and responsive correspondence with regional sponsors. Track sponsor activity to aid further development and target development projects.
  - Identify and recruit new organizations or individuals for the regional sponsor list. Identify and develop potential new sources of income for the region with the goal of diversifying the region's income sources. Identify and develop potential new sources of financial or other resources of benefit to the general or individual regional

members. Identify, develop, and secure in-kind donations to the region, including audio-visual, computer, and other equipment needed for the regional conference.

- Serve as Exhibitor/Advertiser Coordinator for regional conference; maintain files on exhibitor agreements/contracts, advertising requests, and other materials associated with the regional conference.
- Assist Chair-Elect in recruiting, selecting and training replacement. Serve as mentor to successor.
- Submit a written report of the previous year's activities to the Regional Chair at Spring Team Training.
- Encourage all forms of professional development activity within the region.
- Identify potential members and encourage membership in NAFSA.