

JOB TASKS DESCRIPTION – Updated MM/DD/YYYY

| Responsibility | Tasks Associated | Prerequisites | Training/Tools/Reading | Priority | % Time |
|------------------------------------|---|--|--|-----------------|---------------|
| Marketing Calendar/Events Mgmt | <p>1. Develop/manage Overall calendar to include:</p> <ul style="list-style-type: none"> • Press Release Schedule • Speaking Engagements • Campaign Calendar • Chamber, Rotary, Other networking events <p>2. Determine journals/ publications for press releases, ads & launches</p> <p>3. Determine advertising costs, submit ads & submit press releases</p> <p>4. Send kits to Chamber of Commerces, UCEDCs, SBDCs, Realtors focusing in business real estate, Companies focusing in business r.e./offices, etc – coordinate with overall calendar</p> <p>5. Respond to inquiries on membership with standardized packets</p> | <p>Review Business Plan</p> <p>Review TAB corporate website for information on TAB (background) press sample kit & suggestions</p> <p>Review TAB agreement</p> | <p>Excel/Word</p> <p>Outlook</p> <p>TAB websites logins/ navigation</p> | 1 | 40% |
| Surveys | Develop close win/loss surveys, loyalty and other focus group surveys | | <p>Win/loss concepts & examples</p> <p>Zoomerang tool</p> | 6 | 5% |
| Order books & supplies | <p>Determine best vendor, make ongoing purchases for reference materials, books for lending library, office supplies and stationary</p> <p>Maintain business lending library</p> | | <p>Inventory basics</p> <p>Business Library</p> <p>Amazon.com</p> <p>Business Week</p> <p>Executive Business Summaries</p> | 4 | 5% |
| Resource Tools/Templates Inventory | <p>Maintain inventory of all tools/templates in files</p> <p>Update website with new postings</p> <p>Update website with news releases</p> | | <p>PS CD</p> <p>Files</p> <p>TAB Best Practices book</p> <p>eMyth Worksheets</p> | 5 | 5% |

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|----------------------------------|---|--|--|---|------------|
| | | | IPSW/Workshops Training Materials HR Materials (Job Descrs, performance Reviews) Surveys/Benchmarks ROI Tools ITSMA Information SSMA Information/ Newsletters | | |
| Meeting & Member Data Management | Schedule meeting locations, speakers and maintain meeting files Prepare meeting packets for board meetings Maintain member data files Provide members welcome packets, including assessment login information Develop TTI profile and MDQ “Top 3s” reports Maintain distribution lists | | | 2 | 35% |
| Filing/Organise | Maintain office files, organize appropriately | | Review/familiarity with current filing system | 3 | 10% |