

Michigan Organization of Diabetes Educators Position Description

Marketing Committee Chair

- Position:** Promote the Michigan Organization of Diabetes Educators (MODE), certified, recognized self-management diabetes education programs, and the Certified Diabetes Educator (CDE) to all current and potential customers, peer organizations and other entities who benefit from our services or who are working on common goals.
- Appointment:** Position appointed by the President. The person/s in this position must be active members of MODE and the American Association of Diabetes Educators (AADE).
- Responsibilities:**
1. Participates with full voting privileges in all meetings of the Board of Directors and general membership, When Co-Chairs are appointed and both are present at a meeting, they must share one vote.
 2. Form and chair a sub-committee to develop a strategic marketing plan.
 3. Promote MODE by being present and/or having the MODE display present with a delegated person attending various functions put on by other organizations with a diabetes-related function.
 4. Develop and maintain materials that describe and promote the MODE, the CDE, and Certified/Recognized self-management diabetes education programs. These materials could include but are not limited to brochures, pamphlets, public service announcements, and other methods.
 5. Facilitate the transporting of the MODE display board to groups that request it and also to groups that we as an organization seek out because of the mutual goals we want to achieve.
 6. Provide the membership with assistance to promote who they are and the service they can provide through the materials which we develop.
 7. Develop ongoing partnerships with peer organizations, other professional organizations, business association, and community organizations that share our goals for diabetes care and education.

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