

ASQ STATISTICS DIVISION OPERATING MANUAL

Statistics Division Marketing Chair Job Description

Title

Statistics Division Marketing Chair

Purpose

To develop a Division marketing strategy for increased member retention and growth; to increase revenue from marketing of existing and new products to fund new ventures, and to promote Statistical Thinking Everywhere in support of the Division Vision.

Term of Office

The Division Marketer is appointed to a two-year term. There is no limit on the number of terms an individual can serve.

Responsibilities

- Formulate a marketing plan in support of the Division strategic plan. Develop a project plan including a charter, a budget, project milestones, and key dates.
- Collect response and other data from Committee Chairs to develop action hypotheses suggested by data.
- Set up experimental and other tests of these hypotheses.
- Help Committee Chairs plan execution of approved plans.
- Provide appropriate direction for execution of programs.
- Help establish a Division Customer Information Database as a tool for analysis and planning marketing as well as other divisional activities.
- Modify some internal software that is being developed to combine and automate analysis of division marketing in a form that will be understandable to those without direct marketing experience.
- To provide economic evaluation of each Division new product or service.

Additional Activities (Desirable, not Mandatory)

- Extension of marketing to other divisional activities.
- Participate in Long-Range and tactical planning meetings.

Qualifications

- Persuasive copy writing.
- Understanding of statistics, hypothesis testing, and design of experiments.
- Continuing education courses in direct marketing or graduate level degree in marketing.
- Ability to use data to generate relevant marketing hypotheses.
- Extensive direct marketing experience with technical, book, or education marketing, with a record of verifiable continuous sales growth over a period of years (desirable, though not necessary).

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Resources

- Membership Committee
- Division Committee Chairs
- Web Master

Checklist/Timetable

- Prepare marketing budget by May 1.
- Document marketing plan (rough draft) for AQC planning meeting.
- Work the plan, report preliminary results at FTC planning meeting.

Election/Appointment Mechanism

The Division Membership Committee Chair appoints the Marketer with consensus of the Officers.