



PCC Advisory Committee

Communications and Marketing Sub-Committee Roles and Responsibilities

Purpose

The purpose of the Communications and Marketing Sub-Committee is to establish effective communication channels and marketing strategies to enable Postal Customer Councils (PCC) to perform at their maximum level. The sub-committee will collaborate with other PCC Advisory Committee (PCCAC) members to implement programs and initiatives to help PCCs grow.

Structure

- The Communications and Marketing Sub-Committee will have one Postal Co-Chair, one Industry Co-Chair, and a minimum of three additional general sub-committee members.
- The Industry Co-Chair will hold this position for a maximum of three years. Prior to the conclusion of their term, the Industry Co-Chair will nominate their replacement. The nominee must be either a Member-at-Large or an existing general sub-committee member. The National PCC Program Office will complete the selection of the new Industry Co-Chair. There is no term limit for general sub-committee members.
- After the Industry Co-Chair's term ends, he/she may rejoin any sub-committee as a general member. Additionally, he/she is eligible for consideration for the Industry Vice-Chairperson or National Industry Chair (if the position is vacant).
- Each sub-committee Industry Co-Chair will be partnered with another PCCAC industry leadership member (as assigned by the National PCC Program Office) to provide support and assistance to the sub-committee.

Responsibilities

1. Establishes and achieves annual objectives for the Communications and Marketing Sub-Committee.
2. Leads monthly Communications and Marketing Sub-Committee meetings (attendance mandatory for Postal and Industry Co-Chairs) and send your meeting summary to the Industry Vice-Chairperson for distribution to the PCCAC leadership team.
3. Manages the Marketing Toolbox on *PostalPro*.
4. Creates marketing materials (i.e., newsletters, planning calendars, email blasts, etc.) for PCCs to communicate with their members.
5. Works cross-functionally with the other PCCAC sub-committees to align communications and synchronize the survey schedules.
6. Develops and manages a weekly PCC Alert distribution schedule.
7. Plays an active role in all PCCAC leadership meetings, including monthly touchpoints, and quarterly in-person meetings.
8. Participates in your assigned PCC liaison Area monthly touchpoints.
9. Plays an active role in your local PCC and mentors other PCCs as applicable.
10. Plays an active role in the planning of and participation at assigned PCC University training events.
11. Support the National Postal Forum by participating in PCC activities as defined by the National PCC Program Office (e.g., PCC Opening Session, PCC Workshops, PCC Reception, PCC Booth, etc.).
12. Participates in quarterly MTAC meetings and takes a leading role in the MTAC summary webinars presented to the PCC community.
13. Hosts an annual Communications and Marketing PCC Customer Café via WebEx.
14. Stays abreast of current hot topics and industry trends that could impact the PCC community.
15. Contributes bi-monthly and special edition articles to the *PCC Insider* editor.
16. Plays an active role in the planning of and participation at the PCC Leadership Awards Celebration.