



### **ROLE OF MARKETING DIRECTOR**

- To have responsibility for SHF gaining positive exposure via local and UK media avenues
- To work towards increasing membership amongst the Scottish Hypnosis community by informing and liaison with hypnotherapists registered amongst the main professional bodies, particularly CHNC and PSA hypnotherapists.
- To liaise with the Chair, Secretary, Conference Director(s) and Promotions and Charity Director on marketing initiatives, as required.
- To contact and liaise with all Scottish Hypnotherapy Training Schools to inform them of SHF aims and objectives and encourage membership.
- To formulate and promote a student membership system in liaison with the SHF Secretary \*
- To encourage and organise networking at various levels, including assisting colleagues in representing the SHF at events.
- To work in concert with the Chair in relation to any media statement, relating to the SHF, or any SHF member who has come into media awareness for any reason.
- Promoting the SHF on social media and increasing traffic, as well as promoting and increasing visits to the SHF website.
- To provide a Marketing Director's Report at each SHF Board Meeting