



Mandate Letter 2023

Marketing

January 5th, 2023

Attn. Gabriel Seminario, Director of Marketing

Dear Gabriel,

Thank you for agreeing to serve Hispanotech's Members as Director in charge of the Marketing Committee for 2023.

Hispanotech aims to be Canada's leading association of professional immigrants, with the mission of helping Latin American professionals enter the Canadian job market, succeed in their careers, and give back to the community.

Being a Hispanotech Director is a privilege that entails several **responsibilities**, such as:

- Providing direction to the association as it pertains to your Committee's objectives.
- Making sure you have the resources – financial, Volunteers, equipment and software – available to your team to fulfill the expectations outlined in this Letter.
- Providing guidance to your team to perform their functions effectively and efficiently.
- Being responsive and proactively engaged in the affairs of the association, including:
 - Reviewing your Hispanotech.ca mailbox at least twice a week
 - Preparing for and participating in all Board Meetings
 - Making an effort to attend events we organize or sponsor
- Ensuring the operational continuity of your Committee and the association, by identifying and grooming your potential replacements, and making sure processes and procedures are documented and followed.
- Cooperating with the other Directors and Committees to fully leverage our capabilities and deliver a seamless experience for our Members.
- Immediately escalating to the Board of Directors any issues you become aware of that may have a negative impact on the association.
- Notifying the Board as early as possible if you feel you are, or will be, no longer able to effectively discharge your duties.

The **overall objectives** of the Committee you direct are to:

- Support the association's activities and programs, working closely with Events, Mentorship, Member Services, and Alliances Committees.
- Maintain our public website, including blogs published at least once every two months.
- Manage our social media channels, with primary emphasis on LinkedIn, and secondary emphasis on Facebook and Twitter.
- Publish Hispanotech's quarterly email newsletter, with content of interest to our Members.
- Compile an annual Recap, with month-by-month highlights of events and happenings.
- Publish the content from the quarterly newsletters and the annual recap in our website.
- Produce content and maintain our video/audio library in YouTube, and images in Flickr.
- Manage pay-per-click campaigns for optimal utilization of our Google Ads Grant.
- Showcase Hispanotech's sponsors and partners, where relevant.

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Your additional **specific goals for 2023** are as follows:

- Enhance Hispanotech's digital presence, increasing the use of video content.
- Increase community engagement in social media, as well as managing relationships with key media people.
- Implement a press release process to leverage digital and traditional media.

Please sign below to indicate your understanding and acceptance of this Mandate Letter, or immediately communicate any questions or issues to Hispanotech's President and/or Secretary.

Thanks again for your commitment to help further Hispanotech's mission.

Best regards,

Carlos Paz-Soldan, MBA
President
Hispanotech.ca

Gabriel Seminario
Director, Marketing
Hispanotech.ca