

# Marketing Committee

Contact: Mercy Chelangat

The role of the IEEE Smart Village (ISV) Marketing Committee (MarCom) is to conduct a set of activities that will ensure the cultivation of useful relationships amongst ISV key stakeholders, ensuring that sufficient value is provided to them. This will ensure visibility of the work being done by the various Working Groups (WGs), Management Committees, Governing Board societies, the IEEE Foundation, and the energy entrepreneurs. The Committee's primary responsibilities are as follows:

- Provide the Management committee with relevant updates on marketing progress.
- Create a plan to achieve the short- and long-term goals of the organization.
- Develop and implement a comprehensive marketing and communications strategy.
- Pay attention to organization activities that need to be highlighted on the platforms.
- Maintain the integrity and increase awareness of the organization.
- Assist with continuous update of the website with relevant and current content.
- Engage audience through social media platforms.
- Identify collaborative opportunities with similar organizations on new and existing events.
- Provide visibility to crowdfunding campaigns and help with fundraising efforts.
- Avail an editorial calendar with details on the plan of online posts and content.
- Solicit testimonials from community entrepreneurs on the impact of ISV support.
- Work with the Development Committee to discover grant funding opportunities to support ISVx projects.
- Increase membership development for both ISV and IEEE.
- Onboarding volunteers to spread awareness on the initiative.

Sub-Committee Organization Team Members Documentation and Content Creation Atheena and Oluleke Graphics Work Designs Devika Muralee Strategic Planning Coordinator Saran KS Social Media Engagement (Facebook, LinkedIn, Twitter, YouTube, Instagram, Medium) Mercy Chelangat K. Digital Marketing and Analytics Waleed bin Nasir Website (Newsletter, Blog) Kanekwa Kachinga, Dick, Jeff

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