# Chief Marketing Officer (CMO) Role Description

**Role Overview:** The Chief Marketing Officer (CMO) in is responsible for developing and executing marketing strategies that increase awareness, engagement, and support for the organisation’s mission. This role involves leading outreach efforts, managing communications, and building the organisation’s brand.

**Key Responsibilities:**

* Oversee and manage various teams that contribute to the brand’s awareness including but not limited to events, website, podcast/youtube channel, social media, LinkedIn and Newsletter
* Oversee and approve output material ensuring correct written and visual information is portrayed in line with company standards, ethics and brand
* Stay up-to-date with media trends and behaviours to ensure novel and contemporary brand communication
* Work with other teams to ensure cohesive and up-to-date communication is expressed to the public
* Establish an overall marketing strategy and priorities, making sure all marketing actions are inline with this vision
* Approve and appropriately record all expenses associated with marketing and transparently communicate this with the executive team