

**United States Coast Guard Auxiliary  
District 09 – Western Region**

**DISTRICT DIRECTORATE CHIEF – MARKETING  
DDC-A**

The District Directorate Chief position does not replace any District Staff Officer [DSO], but merely coordinates their efforts to maximize the effectiveness of all programs relating to their directorate. DSO's are still responsible for communications both up and down the chain with all of their National, Division, and Flotilla counterparts, utilizing the concept of parallel staffing.

The District Directorate Chief – Marketing [DDC-A] is appointed by the District Commodore [DCO] with advice from the District Chief of Staff [DCOS]. The DDC-A works under the general direction of the DCO and the immediate direction of the DCOS. The DDC-A reports to the District Chief of Staff on all administrative matters.

**Specific Duties**

Responsible for managing and providing overall direction for the following programs:

- Communications Services [CS]
- Public Affairs [PA]
- Publications [PB]

Promotes awareness of Auxiliary activities to both the members and the general public utilizing all available media tools

Maintain liaison with the DCO, District Captains [DCAPT], and appropriate USCG personnel on matters relating to publicity of both organizations

**General Duties**

- Provide oversight of the Auxiliary programs pertinent to their area: Prevention [DDC-P], Response [DDC-R], Logistics [DDC-L], Recreational Boating Safety [DDC-B], & Marketing [DDC-A]
- Mentor the District Staff Officers in their program areas
- Monitor department and interdepartmental activities
- Interface with Coast Guard at Sector Lake Michigan (SLM) as assigned by the DCO
- Interface with Coast Guard personnel and program managers on behalf of their directorates programs through the respective Auxiliary Unit Coordinators [AUC]
- Attend District Board and Staff meetings and report to the EXCOM on issues relative to their Directorates activities
- Providing information or articles to the editor of the District Newsletter as appropriate
- Actively manage and sustain succession plans for key positions in the directorate. In particular, identify viable candidates for District Staff Officer and District Directorate Chief
- Coordinate activities with fellow District Directorate Chiefs, District Staff and Commodore's Staff
- Coordinate budget preparation for the directorate and facilitate spending priorities across the departments
- Process administrative paperwork submitted by the respective departments, including appointment requests, travel order requests, and reimbursement requests.
- Perform various administrative and other tasks as assigned by the DCO or DCOS