

Leader Position Description: Vice President of Marketing

Position Summary:

The Vice President of Marketing & Communications is an elected officer of the Chapter. This position oversees activities related to communication among the Chapter members at large, and communication with the community and other professional associations. Additionally, this position oversees activities related to the marketing of chapter initiatives.

Time Commitment:

Term: Two years

Time Requirements per month:

- Attending board meetings
- Attending membership committee meetings
- Attending monthly chapter meetings

Responsibilities:

General

- Ensures a communication piece is sent to members at least once each quarter.
- Ensures that the chapter adheres to ATD branding guidelines.

Communications

- Develop goals for maintaining and improving internal Chapter communications
- Develop a project plan to create a Business Community Outreach Program.
- Manage Chapter publicity and media relations
- Market special projects (ex. Workshops, ATD certificate programs)
- Advise Board of market trends
- Oversee person or persons responsible for production of newsletter; solicitation of general-interest articles, letters from the President, articles promoting ATD and chapter activities, reviews of previous meetings, membership updates, etc.
- Coordinate communication activities with related activities of Membership, Programs & Events, and other offices as needed
- Report on communications-related topics to Board
- Attend and participate in monthly Board Meetings and ATD Chapter Leaders Conference (ALC)
- May be asked to write articles for the newsletter

Training

- Recruits and trains incoming vice president of membership
- Recruits and trains volunteers to support membership functions
- Stays current with ATD strategies and operations

Board Participation

- Partners with other committees (membership, programs) to highlight the value to becoming a member
- Attends and participates in all monthly board meetings and chapter programs.
- Tracks marketing trends from chapter communications
- Participates in other chapter events, committee meetings, and conferences as available
- Represents chapter professionally and ethically in all business functions/organizational activities

Qualifications:

- Member of ATD and chapter
- Solid marketing and public relations skills
- Skilled in written and verbal communication, personal interaction and problem-solving
- Ability to plan, organize and execute activities as required by the position
- Ability to complete projects within established timeframes
- Ability to delegate tasks and monitor follow-through
- Time available to fully participate in chapter programs and board meetings
- Willingness to advocate the chapter
- Ability to seek others out as volunteers