

Vice President of Marketing Communications

Position Summary:

The Vice President of Marketing Communications is an elected officer of the Board of Directors (BOD). 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: One year

Estimated Time Requirements per month:

- Attending board meetings: 2 hours plus travel time
- Attending monthly chapter meetings: 3 hours plus travel time
- Communicating with administrative office about routine issues: 5 to 10 hours

Responsibilities:

- Maintains and updates the Marketing Communications Contact List which lists media, professional association, and organization contacts for distribution of press releases and event announcements.
- Creates and distributes press releases, event announcements, and flyers.
- Creates marketing and collateral materials such as emails, newsletters, postcards, flyers, etc. to promote the chapter.
- Prepares informational packets to solicit potential vendors and sponsors
- Ensure compliance with Chapter Affiliation Requirements (CARE) guidelines regarding communication to members.
- Ensures that the chapter adheres to ATD branding guidelines.
- Creates a yearly marketing communications plan to promote the chapter's mission, goals, programs, membership, including tasks related to CARE requirements
- Partners with VP of Membership to promote local and national membership
- Partners with VP of Programs to obtain necessary information to promote programs
- Maintains chapter's social media sites including Twitter, Facebook, and LinkedIn

- Manages chapter's publicity and media relations
- Markets all programs and special projects
- Identifies opportunities to increase the chapter's visibility
- Represents chapter professionally and ethically in all business functions and organizational activities
- Maintains active membership in ATD National and the Local Chapter
- Attends BOD meetings, Chapter meetings, and Strategic Planning Meetings
- Supports membership and attendance goals as determined by the BOD
- Complies with the Chapter's By-Laws and understands his/her responsibilities under the By-Laws
- Assists other BOD members with tasks as needed including the tasks of vacant BOD
- Trains and mentors the incoming VP of Communications