

**Chapter Leader Position Description: Vice President of Marketing**

**Position Summary:**

The Vice President of Marketing 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. This position also oversees activities related to the marketing of chapter initiatives.

**Time Commitment:**

Term:

* Two years, shall not exceed themselves in office.
* Annual meeting held in the fall, term begins in January.

Estimated Time Requirements per month:

* Attend monthly board meetings – 2 hours plus travel time
* Attend monthly chapter meetings – 2 hours plus travel time
* Attend communications meetings – 1-2 hours plus travel time
* Developing and distributing communications – 1-3 hours

**Responsibilities:**

* Create and implement the marketing & communication plan for the chapter.
* Manage and update chapter communications calendar.
  + Coordinate communication needs with Membership and Programing.
  + Manage and update social media accounts with information regarding events, meetings, and additional content, as needed.
  + Market and promote the chapter events to engage individuals and corporations
* Follow ATD branding guidelines.
* Communicate the value proposition of ATD to current and prospective members.
* Assure pre-event program presentation is updated for chapter events
* Build relationships with outside associations to market to a broader audience.

**Board Participation:**

* Required to regularly attend Board meetings to maintain voting and development of the board. If unable to fulfill duties, speak with the President of the chapter to determine next steps.
* Report on communications-related topics to Board.
* ATD Chapter Leaders Conference (ALC) – optional depending on Board budget.

**Qualifications:**

* Required to be member of NEW ATD and ATD.
* Skilled in written and verbal communications.
* General understanding of marketing & social media channels.
* Time available to fully participate in chapter programs and board meetings.
* Willingness to advocate for the chapter.
* Ability to seek out others as volunteers.
* Ability to provide leadership and guidance to other volunteers.

Updated 10/28/22