

## **Chapter Leader Position Description: Vice President of Communications**

### **Position Summary:**

The Vice President of Communications is an elected officer of the Chapter. This position oversees all activities related to communications for the Chapter within the limits of the bylaws. This includes communicating to members, the community and professional associations via email, LinkedIn, Facebook, and any other communication vehicle approved by the board. Additionally this position oversees and provides direction to the Director of Communications position.

### **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:**

- Ensure a communication is sent to members at least once a month.
  - Engage social media channels.
  - Email/promote program events/updates.
- Ensure chapter is adhering to ATD branding guidelines.
- Develop goals for maintaining and improving internal chapter communications.
- Manage and update chapter communications calendar.
- Oversee person(s) responsible for volunteering as the Director of Communications.
- Coordinate communication activities with related activities of Membership & Programs as needed.
- Attend and participate in monthly Board meetings and Chapter events.
- ATD Chapter Leaders Conference (ALC) – optional depending on Board budget.

### 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.

### Qualifications:

- Required to be member of NEW ATD and ATD.
- Skilled in written and verbal communications.
- General understanding of 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.