

Vice President of Sponsorships and Special Projects

Position Description

The VP of Sponsorships and Special Projects is primarily responsible for overseeing activities related to the creation and implementation of sponsorships and special events held throughout the year (membership social, community outreach, partnerships with other ATD chapters, and other chapter initiatives), and the recruitment of volunteers for various committees. This position's responsibilities include expanding awareness of ATD Midlands through development of strategic partnerships with local businesses, governmental agencies, and other professional organizations; creation and maintenance of sponsor listing (current and future), recruitment of sponsors for identified Chapter programs, and special events, development of a marketing plan to be used for sponsorships; volunteer management and recognition program; planning and coordinating social/networking events, and community outreach.

Essential Duties and Responsibilities

- Collaborate with Vice President of Membership to plan the annual membership and networking event.
- Coordinate annual community outreach event with various organizations.
- Collaborate with other Vice Presidents (i.e. Membership, Programs, etc.) and the Conference Chair, to ensure volunteer needs for programs, special events are considered, especially during the planning stages.
- Develop goals for recruitment of sponsors & organizational memberships (more than 3 from one organization).
- Expand awareness of ATD Midlands through development of strategic relationships with local businesses.
- Identify and develop partnership opportunities with other professional organizations whose mission(s) complements ATD Midlands and benefits all parties involved.
- Develop and implement marketing plan for reaching out to identified individuals and companies.
- Develop a marketing brochure for sponsorships and organizational memberships.
- Research current tiered sponsorship levels and recommend a sponsorship program with identifiable differences between the levels.
- Identify individuals and companies who could benefit from sponsoring a Chapter program or special event with a corporate membership package to assist with underwriting costs.
- Coordinate communication activities with Vice President of Marketing to ensure consistency and alignment with national Chapter guidelines, when appropriate.
- Support other Board positions by recruiting members for volunteer activities.
- Track Chapter volunteer participation and activities.
- Develop and manage a volunteer recognition program.

Qualifications

- National member of ATD and a member in good standing of the Midlands ATD Chapter.
- Able to serve in position for a term of one year with possibility of re-election for an additional term.
- Time available to attend Board meetings and Chapter meetings as specified in Bylaws. Includes time available to chair committee meetings, participate in preparation for special events, etc.
- Partner with and support corresponding Geographic Interest Group (GIG) position as applicable.
- Assist the Nominating Committee by recruiting members for Board positions. Recruitment suggestions may also extend to standing committees, and other ad hoc groups/committees. Train replacement to assume role.
- Possess attention to detail.
- Accurate record-keeping abilities.
- Ability to build, motivate, and lead a team of volunteers.
- Ability to plan, organize and evaluate activities required by position. Ability to complete projects and goals within established timeframes.
- Ability to place calls and/or visit area business and professional organization leaders.
- Ability to network and follow-through with work activities.
- Ability to build, motivate, and lead a team of volunteers.
- Demonstrated skills in effective verbal communication, diplomacy, personal interaction, and problem-solving.
- Demonstrated ability to lead a committee, delegate tasks, and monitor follow-through.
- Working knowledge of computers and software applicable to position (e.g., Word, Excel, PPT, email, etc.). Some positions (e.g., Vice President of Finance, Vice President of Membership) also require use of other specific software.