VP of Communications

Description:

The Vice President of Communications is responsible for the chapter’s communication strategy, both internal and external, and the marketing and technology resources for the chapter, including the chapter’s website, social media channels, and email content.

Key Duties:

* Recruit and manage the volunteer leadership position(s): Director of Marketing and Director of Technology
* Chairs the Communication Committee
* Manage the communication strategy and calendar for the chapter, including internal marketing to members, external marketing to potential members, attendees and sponsors, and Chapter publicity and media relations.
* Support communications for chapter meetings and special events through writing, editing and developing marketing material as needed.
* Ensure the chapter adheres to ATD identity guidelines.
* Review website host’s contract annually and recommend renewal to the Board.
* Develop and recommend annual budget for technology function.
* Provide technology recommendations to the Board by request.
* Attend and participate in Board meetings and Chapter meetings.
* Participate in other Chapter events, committee meetings, and regional conferences as necessary.

Qualifications:

* Ability to build, motivate, and lead a team of volunteers.
* Adept in verbal communication, diplomacy, personal interaction, and problem-solving.
* Ability to plan, organize, and evaluate communication strategies, methods, and audiences as required by position.
* Ability to complete projects and goals within established timeframes.
* Member in good standing of the Midlands ATD Chapter. (National Membership is required of Board members. If required, the chapter will sponsor the board member’s national membership.)
* 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, Membership Committee meetings, and Chapter meetings as specified in Bylaws.
  + Includes time available to chair committee meetings, participate in preparation for special events, etc.