

Vice President of Marketing

Position Description

The Vice President of Marketing oversees the activities related to communication and other professional associations. In addition, this position oversees activities related to the marketing of all chapter initiatives.

Essential Duties and Responsibilities

- Supports Chapter activities through the internal chapter marketing communications such as the newsletter, updates, email blasts, etc.
- Create Chapter announcements and send to members via Wild Apricot, Facebook, LinkedIn, Twitter, and other social media outlets.
- Provides expertise and support other efforts such as Chapter brochures, etc.
- Develop and maintain a Community Outreach Program.
- Develop a committee to meet chapter marketing goals.
- Promote the value of ATD Midlands activities to HR and Training professionals.
- Ensure the chapter adheres to ATD identity guidelines.
- Manage Chapter publicity and media relations.
- Market special Chapter projects.
- Report on marketing-related topics to the Board.
- Attend and participate in Board meetings and Chapter meetings. Participate in other Chapter events, committee meetings, and regional conferences as available.

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.
- 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 activities required by position.
- Ability delegate tasks and monitor follow-through.
- Ability to complete projects and goals within established timeframes.
- Ability to build, motivate, and lead a team of volunteers.
- Working knowledge of computers and software applicable to position (e.g., Word, Excel, PPT, email, etc.).