

**Chapter Leader Position Description: Director of Communications**

**Position Summary:**

The Director of Communications will manage chapter communications with potential and existing members and increase participation to create a vibrant and engaging community for the chapter.

**Time Commitment:**

**Term**: One Year

**Estimated Time Requirements per month:**

* Perform responsibilities of the position and participate in communications about chapter issues: 5 hours
* Prepare monthly report: 1 hour
* Attend monthly board meeting: 1.5 hours plus travel time for in-person meetings
* Attend monthly chapter meetings when possible: 2 hours plus travel time
* Participate in at least one chapter-wide committee: 2 hours
* Attend Annual Chapter Leaders (ALC) conference (optional)

**Responsibilities:**

**Communications**

* Write, create, and send regular marketing emails for events and other updates
* Develop other marketing materials, such as promotional flyers and slides
* Work with other Board Members to determine marketing strategy for each type of event
* Develop and implement a strategy to provide more information to membership, via regular website updates or a newsletter
* Stay up-to-date on new communication tools and how other organizations are using them so that the chapter uses these technologies effectively
* Ensure all chapter-facing communication adheres to ATD branding guidelines

**Training**

* Recruit and train incoming Director of Communications
* Update personal knowledge of ATD strategies and operations

**General**

* May be asked to write articles for newsletter
* Support and promote CARE and the strategic goals and action plans of the chapter

**Board Participation**

* Reports on status to the VP of Marketing on a regular basis
* Participates in monthly board meetings
* Attends chapter meetings, ATD International Conference & Exposition, and ATD Chapter Leaders Conference (ALC), as available
* Participates in other chapter events, committee meetings, and conferences as available
* Represents chapter professionally and ethically in all business functions/organizational activities

**Qualifications:**

* Member of Greater Richmond ATD Chapter
* Member of national ATD (recommended)
* Skilled in written and verbal communication, personal interaction, and problem-solving in a team environment
* Ability to plan, organize, and execute activities as required by the position
* Ability to complete projects within established timeframes
* Willingness to advocate for the chapter and represent chapter professionally and ethically in all business functions/organizational activities
* Time to attend board meetings and other chapter functions as required by this position

**Benefits:**

* Discounted membership for national ATD
* Paid membership for Greater Richmond ATD Chapter
* Paid attendance for Greater Richmond chapter events
* ALC conference and hotel registrations (when appropriate)