

**Chapter Leader Position Description: Vice President of Marketing**

**Position Summary:**

The Vice President of Marketing oversees activities related to communication among the Chapter members at large and communication with the community and other professional associations. Additionally, this position oversees activities related to the marketing of chapter initiatives.

**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 : 1-2 hours
* Participate in at least one chapter-wide committee: 2 hours
* Attend monthly board meetings: 1.5 hours plus travel time for in-person meetings
* Attend monthly chapter meetings when possible: 2 hours plus travel time
* Attend Annual Chapter Leaders (ALC) conference (optional)

**Responsibilities:**

**Compliance**

* Ensures that the chapter adheres to ATD branding guidelines

**External Communications & Marketing**

* Manage Chapter publicity and media relations
* Market special projects (ex. Workshops, ATD certificate programs)

**Internal Communications**

* Ensures a communication piece is sent to members at least once each month and that at least once a quarter, chapter communications include promotion of national programs and initiatives
* Develop goals for maintaining and improving internal Chapter communications
* Report on communications-related topics to Board
* Oversee person or persons responsible for production of newsletter; solicitation of general-interest articles, letters from the President, articles promoting ATD and chapter activities, reviews of previous meetings, membership updates, etc.
* Coordinate communication activities with related activities of Membership, Programs & Events, and other offices as needed

**Training**

* Recruit and train incoming VP of Marketing
* Recruits and trains Directors to support marketing functions
* Stays current with ATD strategies and operations
* Partners with other committees (membership, programs) to highlight the value to becoming a member

**Research**

* Tracks marketing trends from chapter communications
* Advise Board of market trends

**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 all marketing and communication activity to the board on a regular basis
* Reports on marketing goals and progress of chapter each January at membership meeting and each month at board meetings
* 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, preferred
* 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
* Ability to delegate tasks and monitor follow-through
* Ability to attract and lead committee members
* 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:**

* Paid 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)