

## Vice President of Marketing and Communications

### Position Summary:

The Vice President of Marketing and Communications manages all activities related to strategically executing internal and external communications among existing and potential Florida Suncoast Chapter members and other professional entities and media members within the community. Additionally, this position will be responsible for increasing member participation in these outlets to create high levels of satisfaction among users and oversee activities related to the marketing of Florida Suncoast Chapter initiatives. This role oversees the activities of the Newsletter Editor, the chapter Webmaster, and the Social Media Manager to ensure messaging unity and media coordination of the outgoing chapter communications.

**Term:** One year, elected; optionally, can stand for re-election to the same Chapter Board position for up to two additional terms, but not more than three years in a row.

### Supported By:

This position is supported by all members of the board, and at the same time this position helps to support all members of the board where able and needed.

### Requirements:

- Basic ATD Involvement
  - Available in the local Tampa Bay area
  - Chapter member (same local chapter) in good standing
- Solid marketing and public relations skills
- Skilled in written and verbal communication, personal interaction and problem-solving
- 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
- Has a willingness to advocate the chapter
- Ability to seek others out as volunteers
- Time available to fully participate in most chapter programs and board meetings
  - See chapter bylaws for most up to date requirements for board meeting attendance and repercussions if unable to fulfill

### Perks of Role:

- All Chapter Leader Conference (ALC) Registration and limited travel and lodging covered by chapter
- ATD National Membership paid for by chapter
- ATD Chapter Regular monthly events free of charge

**Time Commitments and Responsibilities:**

Time commitments and responsibilities are broken up below into an initial time on task, then weekly, monthly, and annual time on task.

<b>Initial Tasks</b> <i>Approx 6+ hours</i>	
Google Email <i>(1 hour)</i>	<ul style="list-style-type: none"> <li>● Add picture</li> <li>● Setup signature line</li> <li>● Create out of office messages</li> </ul>
Google Drive <i>(1 hour)</i>	<ul style="list-style-type: none"> <li>● Familiarize self with Google Drive folder/docs</li> <li>● Ensure all board is aware of them and how to access them</li> </ul>
Bylaws <i>(1 hour)</i>	<ul style="list-style-type: none"> <li>● Familiarize self with bylaws</li> </ul>
Social Media <i>(1 hour)</i>	<ul style="list-style-type: none"> <li>● Follow chapter and national social media channels</li> </ul>
Wild Apricot <i>(2 hours)</i>	<ul style="list-style-type: none"> <li>● Get crash course in Wild Apricot software membership, events, reporting, etc.</li> <li>● Learn how to sign up for events and pay</li> <li>● Perform basic reporting from Wild Apricot</li> <li>● Provide appropriate content copy and proofreading of the website to ensure accuracy and up-to-date information is provided to members</li> </ul>

<b>Weekly Tasks</b> <i>Approx 4+ hours</i>	
Communication Management <i>(2 hours)</i>	<ul style="list-style-type: none"> <li>● Oversees internal chapter communications, including marketing and communications messaging to board members, chapter members, and other targeted audiences authorized by the board</li> <li>● Oversee external chapter communications, including marketing and communications messaging to the ATD professional communities, using the chapter newsletter, promotional email blasts, and other communication formats, by all relevant communication media</li> <li>● Coordinate and approve communication of all activities aimed at internal and external chapter audiences, especially with the VP for Member Services, VP for Sponsor Services, and VP for Programs &amp; Events</li> <li>● Stay up to date on new marketing and communications tools and how other organizations are using them, advises the</li> </ul>

	<p>Board on market trends</p> <ul style="list-style-type: none"> <li>● Ensure that the chapter adheres to ATD identity guidelines.</li> <li>● Manage chapter publicity and media relations</li> <li>● Market special projects (ex. workshops, conferences, etc.)</li> <li>● Promote ATD activities to HR, OD and training professionals in a wide range of industries</li> <li>● Oversee the creation of subcommittees, as needed, to accomplish the above goals</li> </ul>
<p>Newsletter (1 hour)</p>	<ul style="list-style-type: none"> <li>● Create and distribute chapter newsletter</li> <li>● Coordinate with and advise the Newsletter Editor on marketing and communications messaging in the monthly chapter newsletter, including           <ul style="list-style-type: none"> <li>○ Suggesting additional content for the chapter newsletter, besides its regular features</li> <li>○ Strategies to increase visibility of newsletter content to the ATD communities</li> </ul> </li> </ul>
<p>Social Media (1 hour)</p>	<ul style="list-style-type: none"> <li>● Share/retweet all relevant ATD chapter social media posts with your network</li> <li>● Like all relevant ATD chapter social media posts</li> <li>● Create and post updates, images, etc. to social media</li> <li>● Promote awareness, education, and engagement of the Chapter's social media outlets (i.e., Twitter, Facebook, LinkedIn, etc.)</li> <li>● Moderate message boards and keeps spam and unwanted solicitations in check</li> <li>● Envision and shape social media tools and direction for the community</li> </ul>

<p><b>Monthly Tasks</b>  <i>Approx 12+ hours</i></p>	
<p>Communication Design (4 hours)</p>	<ul style="list-style-type: none"> <li>● Work with Board members to design communication for advertising, social media posts, and email messaging</li> </ul>
<p>CARE (1-2 hours)</p>	<ul style="list-style-type: none"> <li>● Work with President Elect and other Board members to ensure CARE requirements are met throughout the year</li> <li>● Contribute to the reporting of CARE requirements</li> </ul>
<p>Chapter Events (4-6 hours, plus travel)</p>	<ul style="list-style-type: none"> <li>● Attend chapter events as offered</li> </ul>
<p>Chapter Board Meeting</p>	<ul style="list-style-type: none"> <li>● Attend monthly board meetings and present marketing and communication updates.</li> </ul>

(2-3 hours)	<ul style="list-style-type: none"> <li>Communicate with the Board of Directors about routine issues</li> <li>Review social media statistics and share with Board and VP of Membership</li> </ul>
NAC calls/meetings (1 hour)	<ul style="list-style-type: none"> <li>Attend national ATD leadership calls/meetings</li> </ul>

<b>Annual Tasks</b> <i>Approx 10+ days</i>	
All Leaders Conference (ALC) - National (3 days)	<ul style="list-style-type: none"> <li>Attend ALC, typically in the fall</li> <li>Participate in Chapter Leader Day at ALC</li> </ul>
Succession Planning - Chapter (1+ day)	<ul style="list-style-type: none"> <li>Recruit and mentor potential Board candidates to ensure the future of the chapter</li> <li>Recruit and train incoming VP of Marketing and Communications</li> </ul>
Strategic and Operational Annual Planning Session(s) - Chapter (1+ day)	<ul style="list-style-type: none"> <li>Set annual goals for managing chapter administration in collaboration with the president and board</li> </ul>
ASCEND Annual Conference - Chapter (1 day)	<ul style="list-style-type: none"> <li>Assist as needed with the annual conference (unless Board votes to not hold an annual conference)</li> </ul>
Annual Marketing Strategy (4 hours)	<ul style="list-style-type: none"> <li>Develop annual marketing and communication strategy</li> </ul>

#### ATD Resources

- Chapter Leader Community (CLC)
  - <https://www.td.org/chapters/clc>
- National Advisors for Chapters (NAC):
  - <https://www.td.org/chapters/clc/national-advisors-for-chapters>
- Chapter Affiliation Requirements (CARE)
  - <https://www.td.org/chapters/clc/care>
- Sharing Our Success (SOS)
  - <https://www.td.org/chapters/clc/sos>
- Leader Connection Newsletter (LCN)
  - <https://www.td.org/chapters/clc/lcn>



- Toolkits
  - <https://www.td.org/chapters/clc/toolkits>