

VP eMedia & Marketing

Job Description

General Overview

The Vice President of Marketing is an elected officer of the Chapter. This position 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.

Term: 3 years

Responsibilities

The board position of VP of Marketing is directly responsible for:

- Develops and implements an overall marketing strategy and goals for improving and maintaining internal and external Chapter marketing and communications
 - Manages Chapter publicity and media relations
 - Coordinates communication activities and provides marketing support to officers as needed
 - Investigates options for publicizing upcoming ATD events and for featuring local ATD member articles in area publications
 - Designs and develops marketing assets including emails, social media, and/or other media outlets
 - Builds and maintains relationships with potential marketing outlets
 - Markets special projects (ex. Professional Development Day, ATD Conferences, etc.)
 - Ensures that the chapter adheres to ATD branding guidelines
 - Advises Board of market trends
 - Manages the production of monthly At a Glance
 - Recruits committee members and holds periodic committee meetings
-

Estimated Time Requirements per month:

- Attending board meetings: 1 1/2 hours plus travel time
 - Preparing for and attending Marketing committee meetings: 1-3 hours plus travel time per quarter
 - Attending monthly chapter events: 3 hours plus travel time
 - Communicating with administrative office about routine issues: 1-2 hours per month
 - Updating the website, sending emails, and creating calendar events: 8-10 hours per month
 - Manage all website requests: 3-5 hours per month
-

Qualifications

The **VP of Membership** will be able to demonstrate the following:

- 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
 - Time available to fully participate in chapter programs and board meetings
 - Has a willingness to advocate the chapter
 - Ability to seek others out as volunteers
 - National member of ATD and a member in good standing with the Iowa Chapter.
-

**Calendar of
Common
Events**

The VP of Marketing will be responsible for the following:

- Partners with other committees to highlight the value of becoming a member
- Attends and participates in all monthly board meetings
- Attends and participates in chapter events, committee meetings, and conferences as available
- Tracks and shares marketing trends from chapter communications
- Represents chapter professionally and ethically in all business functions/organizational activities
- Coordinates with other VPs on a monthly basis to ensure all marketing is on task.
- Schedules and oversees quarterly meetings with marketing committee members to set goals and ensure they are being met.
- Prepares and implements marketing budget and marketing operational plan annual