

Board Position Descriptions

Vice President (VP) of Marketing & Communication	
Talent Development Areas of Expertise	<p>The VP of Marketing & Communication shall have a high level of knowledge of the following Talent Development Areas of Expertise. The purpose is to represent these Areas of Expertise when conducting primary board duties. These areas include the following:</p> <ul style="list-style-type: none"> ● <i>Performance Improvement</i> ● <i>Change Management</i> ● <i>Managing Learning Programs</i> ● <i>Evaluating Learning Impact</i>
Board Member Responsibilities	<p>The following are primary responsibilities that every Board Member must adhere to:</p> <ul style="list-style-type: none"> ● <i>Be an active, productive and positive Board Member with the focus of supporting and advancing the mission of the Chapter</i> ● <i>Promotes the Chapter by building member value into events as well as among external professionals, professional organizations and by participation in trade shows as appropriate.</i> ● <i>Participates in the development of a retention / recruitment strategy designed to maintain on-going contact with Chapter members.</i> ● <i>Attends Chapter meetings regularly and if absent; assign a proxy in your absence.</i> ● <i>Assist in the creation of policies and procedures in support of Chapter operations</i> ● <i>Assist in the development and approval of a strategic plan.</i> ● <i>Assist in the creation and execution of an annual operations plan, annual budget.</i> ● <i>Perform other functions as needed in support of the Chapter.</i>
Primary Responsibilities	<p>The VP of Marketing & Communication primary responsibilities include the following:</p> <ul style="list-style-type: none"> ● <i>Designs, creates, publishes and distributes via e-mail and post to the website a Chapter newsletter for each month during the year.</i> ● <i>Additionally, publishes the following Chapter materials:</i> <ul style="list-style-type: none"> ○ <i>Member directory; post to website (Member Only section).</i> ○ <i>“Upcoming Events” flyer announcing speaker and topic two months prior to the event and posted on the internet.</i> ○ <i>ATD-SA form letters to include complying and maintaining them.</i> ○ <i>Oversees the distribution/mailing of monthly meeting announcement emails.</i> ○ <i>Sends “thank you” letters to speakers and “welcome” letters to visitors following Chapter meetings.</i> ○ <i>Sends birthday cards to Chapter members.</i> ● <i>Creates a strategy for marketing the Chapter including specifying a target market and making calls or visits. Assures position responsibilities are covered in the event of absence.</i> ● <i>Ensures “branding” of Chapter on all publications</i> ● <i>Develops pricing strategy for sponsorships and website advertisement opportunities.</i>

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