**Chapter Leader Position Description and Resources:** Marketing & Communications

**The purpose** of this document is to provide guidance and resources for chapter leadership roles.

**How to use this document:** Customize this document to fit your chapter role.

**Position Description:**

The Vice President or Director of Marketing & Communications 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 initiative and will manage all social media communications.

**Time Commitment:**

**Term:** One year

**Estimated Time Requirements per month:**

* Attending board meetings: 2 hours plus travel time
* Attending marketing and communications committee meetings: 1-2 hours plus travel time
* Attending monthly chapter meetings: 3 hours plus travel time
* Communicating with administrative office about routine issues: 2-4 hours
* Creating and sending communication to various audiences: 1-2 hours
* Creating and publishing social media marketing: 1-2 hours
* Updating the website: 1 hour

**Responsibilities:**

**General**

* Ensures a communication piece is sent to members at least once each quarter.
* Ensures that the chapter adheres to ATD branding guidelines.
* Ensures that social media posts are created and published.
* Ensures updating the website on a regular basis.
* Keep current on ATD events utilizing the event calendar in the Chapter Leader Community site and communicate to local members.

**Communications**

* Develop goals for maintaining and improving internal Chapter communications.
* Develop a project plan to create a Business Community Outreach Program.
* Manage Chapter publicity and media relations.
* Market special projects (ex. Workshops, ATD certificate programs).
* Advise Board of market trends.
* 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.
* Report on communications-related topics to Board.
* Attend and participate in monthly Board Meetings and ATD Chapter Leaders Conference (ALC).
* May be asked to write articles for the newsletter.

**Training**

* Recruits and trains incoming vice president of membership.
* Recruits and trains volunteers to support membership functions.
* Stays current with ATD strategies and operations.

**Board Participation**

* Partners with other committees (membership, programs) to highlight the value to becoming a member.
* Attends and participates in all monthly board meetings and chapter programs.
* Tracks marketing trends from chapter communications.
* 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 ATD and chapter
* 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
* Willingness to advocate the chapter
* Ability to seek others out as volunteers

**Skills:**

* Effective verbal and written communication and meeting management
* Ability to lead a committee, delegate tasks, and monitor progress
* Ability to plan, organize, and evaluate the activities
* Ability to delegate tasks and monitor follow-through
* Time available to fully participate in chapter programs and board meetings
* Ability to seek others out as volunteers

**ATD Resources:**

[Chapter Relations Manager (CRM)](https://www.td.org/chapters/clc/chapter-services-team)

[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)

[Chapter Leader Community (CLC)](https://www.td.org/chapters/clc/sos)

[Leadership Connection Newsletter (LCN)](https://www.td.org/chapters/clc/lcn)

[Toolkits](https://www.td.org/chapters/clc/toolkits)

[Chapter Leader Webcasts](https://www.td.org/chapters/clc/chapter-webcasts)