

Job Description: Vice-President of Marketing

Term: One year

Purpose: To communicate and promote Chapter activities to members and community at large.
To promote the Chapter and its membership within the statewide business community.

Reports to: President Elect

Responsibilities:

1. Oversee Marketing Function and Committee. Recruit, train, and lead committee members.
2. Work with VP, Membership to reach potential members and encourage them to join the Chapter.
3. Plan and organize distribution of Chapter publicity including press releases, advertising and promotional materials.
4. Design and produce Chapter infographic which highlights Chapter mission, objectives and membership benefits. Ensure that brochure is available at all Chapter functions, and at other appropriate business and community meetings and events.
5. Solicit sponsors for Chapter events.
6. Solicit corporate sponsorships for monthly meetings.
7. Attend other business and community meetings and events to represent and promote Chapter.
8. Research and present new ideas for marketing the Chapter to Board.
9. Attend and participate in monthly Board meetings, committee meetings, chapter meetings and local, regional and national conferences and events as available.
10. Recruit and train incoming VP Public Relations.
11. Represent the chapter professionally and ethically in all business functions/organization events.
12. Develop chapter's social media strategy.
13. Plan and organize the LinkedIn member group and communication.

Qualifications:

1. Background in marketing, advertising, promotions and/or sales desired.
2. Familiarity and involvement in business and community organizations desired.
3. Ability to build, motivate and lead a team of volunteers.
4. Ability to plan, organize and evaluate chapter activities.
5. Demonstrated communication and interpersonal skills.
6. Strong organizational, project management and problem-solving abilities.
7. ATD Local and national chapter membership.

8. Directly involved in Training and Development field.
9. Time available to attend Board meetings and Chapter functions as required by position.