Board of Directors Role

**Chapter Leader Position Description: Director of Marketing**

**Position Summary**

Promotes the Chapter events to the community in the development of membership**.**

**Time Commitment:**

**Term:** Two years

**Estimated Time Requirements per month:**

* Attending board meetings: 2 hours plus travel time
* Attending monthly chapter meetings: 3 hours plus travel time
* Communicating with administrative office about routine issues: 1 hours per month
* Updating Communication Content as needed: 1 hours

**Responsibilities:**

* Assists Director of Programs and Program Committees with the advertising and marketing of chapter events.
	+ This includes the following responsibilities and tasks:
		- Create a relevant timeline for each major marketing event process.
		- Finalize copy for events
		- Ensure final copy is posted on the website through Chapter Administrator
		- Ensure final copy is used for the media and all marketing efforts

Term: 2 Years

Reports To: President

Voting Position: Yes

Supervisory Duties: Yes

Committee Members: Yes

Board Appointed: Yes

* + - Utilize the following media to market:
			* Postcards
			* Newspapers
			* Journals
			* Online and hard copy
			* Professional organizations
* Collaborates with Director of Membership to support the communication and marketing needs for Membership development and campaigns throughout the year.
* Promote the chapter at events and in the community.
* Develop business relationships with local and regional newspapers, other professional organizations, including other ATD Chapters, colleges and universities, etc. to successfully promote the Chapter and its benefits.

**Training**

* Recruits and trains incoming Director of Marketing
* Recruits and supervises members of the Communication Committee

**Board Participation**

* Reports activities to the board on a regular basis
* Attends and participates in all monthly board meetings and chapter programs
* Participates in other chapter events, committee meetings, and conferences as available
* Represents chapter professionally and ethically in all business functions/organizational activities
* Participates in the ATD International Conference and Exposition and ATD Chapter Leaders Conference (ALC)

**Role Succession**

Work with qualified member(s) to provide direction and necessary information to perform the position successfully.

**Qualifications:**

* Demonstrated experience | interest in marketing
* Good understanding of communication plans | options
* Ability to work with Chapter Administrator
* Time available to fully participate in chapter and board meetings, and represent the chapter regionally and nationally
* National member of ATD and a member in good standing with the local chapter

**Role Succession Plan**

Work with qualified member(s) to provide direction and necessary information to perform the position successfully.