



Director of Marketing and Communications

Position Summary:

The 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 marketing of chapter initiatives.

Time Commitment:

Term: Two year

Estimated Time Requirements per month:

- Attending board meetings: 2 hours (plus travel time if in-person)
- Attending monthly chapter meetings: 2 hours (plus travel and set-up time if in-person)
- Attending ATD Leader Calls: 1 hour
- Communicating with other Board members about routine issues: 1-2 hours

Responsibilities:

General

- Ensures a communication piece is sent to members at least once each quarter.
- Ensures that the chapter adheres to ATD branding guidelines.

Communications

- Develop and execute strategy for maintaining and improving Chapter communications
- Design and manage annual budget for Marketing and Communications function; audit expenses monthly to ensure chapter's sound financial status.
- Manage Chapter publicity and media relations across all social media channels
- Market programs, events, and special projects (ex. Workshops, ATD certificate programs)
- Advise Board of market trends
- Production and publication of Chapter 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, Professional Development and Programs, Community Relations, Digital Content, and other offices as needed
- Report on communications-related topics and metrics to Board
- Attend and participate in monthly Board Meetings and ATD Chapter Leaders Conference (ALC)

Board Participation (Voting Member)

- Participates in the development and implementation of short-term and long-term strategic planning for the chapter
- Provide a report on social media metrics and activities at the monthly Board meeting
- Maintain and update records relevant to the position for benefit of successor
- Before the end of Board term, recommend at least two potential candidates for the position
- Train successor in duties for this position during the transition period prior to successor's term of office
- Support and promote chapter affiliation requirements (CARE), and the strategic goals and action plans of the chapter
- Represent the chapter professionally and ethically in all business functions/organizational activities
- Attend and participate in board and chapter meetings
- Participate in other chapter events, committee meetings, and regional conferences as available

Key Collaborators

All Directors requiring assistance and, especially, the following:

- Director, Professional Development & Programs
- Director, Membership
- Director, Technology

Qualifications and Desired Characteristics:

- Required to be a member of ATD National and Valley of the Sun chapter
- 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
- Strong analytical and networking skills
- Ability to fully participate in chapter programs and board meetings
- Strong advocate for the chapter
- Ability to recruit, onboard, and manage volunteers

