**2017 ATDKC Board**

**Vice President of Marketing and Communications**

**Position Summary**

The Vice President of Marketing and Communications oversees activities related to communication among the local chapter members, national members in our area, local organizations working in our field and other professional associations. Additionally, this position oversees activities related to the marketing of chapter initiatives.

**Time Commitment**

**Term:** Two years

**Estimated time requirement per month:**

* Attend board meetings: 2 hours plus travel time
* Attend monthly chapter meetings: 2 hours plus travel time
* Attend program committee meetings, when needed for marketing and communications planning: 1 – 2 hours plus travel time
* Perform the responsibilities of the position: 2 – 5 hours

**Responsibilities**

* Serve as Editor in chief for all communication distributed by ATD Kansas City
* Recruit a team of volunteers to work with you
* Create, update and maintain all content on the [tdkc.org website](http://tdkc.org/)
* Maintain and regularly post to social media accounts: [Facebook](https://www.facebook.com/Kansas-City-ATD-284219368312641/?fref=ts) and [Twitter](https://twitter.com/ATDKC)
* Create and implement a schedule for all communications to chapter members and national members in our area (minimum of monthly to chapter members)
* Support VP of Programs and Special Events with marketing and communication plans to promote chapter activities and special events
* Promote and market ATD Kansas City to talent development professionals in a wide range of industries who may not be local or national ATD members
* Manage chapter publicity and media relations
* Report to Board on all marketing and communications related topics
* Ensure that our chapter adheres to all national ATD branding and identity guidelines

**Board Expectations**

* Attend and actively engage in board meetings, chapter meetings, chapter events and committee meetings
* Represent ATD Kansas City professionally and ethically
* May participate in the ATD International Conference and the ATD Chapter Leadership Conference (ALC)
* Orient and train the incoming Vice President of Marketing and Communications

**Qualifications**

* Possess marketing and communications skills
* Skill 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
* Ability to attract and lead committee members
* Time available to fully participate in chapter events
* National member of ATD and a member in good standing with the local chapter

**ATD Resources**

[Chapter Leader Community (CLC)](http://www.astd.org/Members/Chapters/Chapter-Leader-Community)

[National Advisors for Chapters (NAC)](http://www.astd.org/Members/Chapters/Chapter-Leader-Community/Resources/National-Advisors-for-Chapters)

[Sharing Our Success (SOS)](http://www.astd.org/Members/Chapters/Chapter-Leader-Community/Resources/SOS)

[Chapter Administration](http://www.astd.org/Members/Chapters/Chapter-Leader-Community/Chapter-Administration)

[Chapter Leadership Development](http://www.astd.org/Members/Chapters/Chapter-Leader-Community/Leadership-Development)

[Leadership Connection Newsletter (LCN)](http://www.astd.org/Members/Chapters/Chapter-Leader-Community/Communications)

Toolkits

[CARE](http://files.astd.org/ChapterServices/%21CLC New Website/Chapter Administration Landing Page/CARE/Joint Membership Activities Job Aid.pdf)

As a member of the 2017 ATD Kansas City Board, I understand my responsibilities as stated above. I understand that I am expected to attend monthly board meetings as scheduled and participate in monthly chapter meetings. If I am unable to attend a monthly board meeting, I will notify the President in advance. I understand that my position is a member of the Executive Committee and I will participate as called upon.

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| *2017 VP of Marketing and Communications* |  | *Date* |
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| *2017 President* |  | *Date* |