



Vice President of Communications

Leadership Expectations

Management	Leadership Skills
<ul style="list-style-type: none"> • Strategic Planning: work with the board to create and execute a 3-Year Strategic and Annual Business Plan • Advise, support and develop board of directors in executing initiatives • Assist in chapter budget development • Target future leaders within existing board, committees and membership • Transition with incoming VP of Communications 	<ul style="list-style-type: none"> • Facilitation • Collaboration • Delegation • Mentoring • Coaching • Teaching • Financial • Motivational • Conflict/Resolution • Execution

Job Description

Term: One year or as determined by the Board of Directors and Chapter bylaws

Helpful Skills:

- Delegation, Motivational, Deadline driven, Strong proofreader, General understanding of communications tools and technology (i.e. Websites, social medial sites, constant contact, blogs).

Eligibility:

- Member in good standing
- Willing to give the time, energy, talents and enthusiasm required of the position
- Previous service on Board of Directors, preferably in a communications capacity

Overall Responsibilities:

- Serve as voting member of Board of Directors
- Member of Executive Committee
- Act as coach, advisor and counselor to assigned committees
- Report on the strategies, successes and challenges of assigned committees to Board of Directors
- Ensure the fiscal responsibility of the committee(s) to which position is assigned
- Support and defend policies and programs adopted by the Board of Directors
- Conduct transition meeting with successor



- Perform any other duties as assigned by the President and/or Board of Directors

Specific Responsibilities:

- Manage the publications, marketing, advertising, public relations, community outreach and advocacy efforts of the chapter, including:
 - Marketing - Website/technology, Job Bank
 - Publications - Newsletter, Directory
 - Public Relations - Media Relations, Press Releases
 - Advertising - Newsletter Ads, Website Ads
 - Community Outreach - Philanthropic Activities
- Ensure Chapter programs, activities and accomplishments are highlighted on an International level by communicating with MPI Public Relations and Marketing Departments
- Communicate strategic issues relating to communications/technology to Board of Directors
- Research current communications/technology trends and topics pertinent to the meetings industry and report findings to Board of Directors
- Approve all bills of the committees within the Communications category and forward appropriate paperwork to the Vice President of Finance

Reports to: President

Commitment:

- Regular attendance at monthly meetings and Board meetings and retreats
- Attendance at all official chapter activities and functions
- Potential attendance at Chapter Business Summit, as directed by President



Director, Communications

Leadership Attributes

Management	Leadership Skills
<ul style="list-style-type: none"> • Create objectives to support the chapter's Business and Strategic plan • Educate committee chairs with processes, procedures and tools to achieve committee objectives • Assist in budget development for all committees reporting to director based on line items in overall chapter budget • Target incoming director from committees who report to you • Transition with incoming Director 	<ul style="list-style-type: none"> • Facilitation • Collaboration • Delegation • Mentoring • Coaching • Teaching • Financial • Conflict/Resolution • Execution

Job Description

Term: One year or as determined by the Board of Directors and Chapter bylaws

Helpful Skills:

- Problem Solver, Creativity, Project Management, Base Knowledge of Media (Print, Electronic, Internet), Communicator (oral and written), Motivator

Eligibility:

- Member in good standing
- Willing to give the time, energy, talents and enthusiasm required of the position

General Responsibilities:

- Serve as voting member of Board of Directors
- Attend monthly Board meetings, Chapter events and committee meetings
- Act as coach, advisor and counselor to assigned committees
- Identify, recruit and train committee chair for assigned committees
- Ensure the fiscal responsibility of the committee(s) to which position is assigned
- Support and defend policies and programs adopted by the Board of Directors
- Conduct transition meeting with successor
- Perform any other duties as assigned by the President and/or Board of Directors



Specific Responsibilities:

- Coordinate all details of publishing and distributing monthly newsletter, annual membership directory and any other Chapter publications to membership
- Develop and enforce editorial calendar for all publications and solicit submissions
- Facilitate production, writing, proofreading and design of Chapter printed materials to ensure professional appearance and consistent “look” of the Association brand
- Appoint Chapter photographer and coordinate placement of photos into Chapter publications
- Liaise with directors to ensure promotion of Chapter activities
- Provide an open channel of communications between committees to facilitate flow of information to newsletter editor
- Perform annual review of Chapter publications to ensure efficacy as Chapter communications tools

Reports to: Vice President of Communications

Commitment:

- Regular attendance at monthly meetings and Board meetings
- Attendance at Board retreats
- Attendance at all official chapter activities and functions