

Job Description - Vice President of Marketing & Communications

- **Term:** One year or as determined by the Board of Directors
- **Eligibility:** Member in good standing / Willing to dedicate the time, energy, talents, and enthusiasm required for the position
- **Reports to:** President

General Responsibilities:

- Serve as a voting member of the Board of Directors.
- Member of the Executive Committee.
- Act as a coach, advisor, and counselor to assigned committees
- Report on the strategies, successes, and challenges of assigned committees to the Board of Directors.
- Ensure fiscal responsibility of the committee(s) to which the position is assigned.
- Support and defend policies and programs adopted by the Board of Directors.
- Conduct transition meetings with successor.
- Perform other duties as may be delegated by the President and/or Board of Directors.

Specific Responsibilities:

- Create and implement a comprehensive business marketing plan to promote MPI Pittsburgh Chapter to members and the local community.
- Collaborate with the entire Board of Directors on various marketing campaigns relating to Chapter Information, membership, events, and partnership.
- Oversee publications (newsletter), marketing (website/social media), advertising (newsletter ads, website ads), public relations (media relations, press releases), and community outreach and advocacy efforts.
- Mentor and share responsibilities with the Director of Marketing.
- Develop, create, and enforce a content calendar (graphics and captions) for all social posts, newsletters, e-blasts, etc.

- Facilitate production, writing, proofreading, and design of Chapter materials to maintain a professional appearance and consistent brand.
- Ensure photos are taken at all events and chapter activities.
- Ensure chapter programs, activities, and accomplishments are highlighted to the membership, local community, and on an international level with MPI Global.
- Work directly with all departments to ensure communication requests are fulfilled and sent out to members in a timely manner.
- Contribute to brainstorming sessions for innovative ideas to increase revenues and/or cut back on expenses.
- Market Global Initiatives through chapter media channels: Refer A Friend Program, World Education Congress (WEC), Global Meetings Industry Day (GMID), Membership Discounts, etc.
- Collaborate with the Chapter Administrator for communications that are centralized through the Chapter Administrator's office.

Time Commitment:

- Regular attendance at monthly meetings and chapter activities and functions.
- Attendance at Board meetings and retreats.
- Attendance at Chapter Leadership Summit
- Complete Board Training through MPI Global.
- Attend VP of MARComm Global Calls.
- Attend All Hands Global Calls.
- Attend as many MPi Monthly Events as you can