

# Executive Committee - Vice President of Communications & Marketing

## Leadership Expectations

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

## Job Description

*Term:* Two years 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 Media Sites, Constant Contact, blogs, etc.)

### *Eligibility:*

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

### *General 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 committees to which position is assigned
- Support and defend policies and programs adopted by the Board of Directors
- Conduct transition meeting with successor
- Perform other duties that may be delegated by the President and/or Board of Directors

### *Specific Responsibilities:*

- Oversee
  - a) Create monthly E-Newsletter
  - b) Press Releases/ Public Awareness
  - c) Social Media (Facebook, Twitter, LinkedIn)

- d) Execute deliverables from sponsorships in conjunction with Chapter Admin
- Perform annual review of chapter publications (including website) to ensure efficacy as chapter communication tools
- Ensure chapter programs, activities, and accomplishments are highlighted on an International level by communicating with MPI Public Relations and Marketing Departments
- Promote advocacy via business publications and PATT
  - Solicit articles from general membership and industry experts and submit to local business publications and PATT
- Research viable options for marketing MPMPI and building public awareness
- Work within the budget to accomplish brand recognition in and outside our region
- Increase member awareness of services and benefits available through MPI Headquarters
- Develop and maintain media contacts and relationships on behalf of the chapter
- Develop and maintain collateral materials.

*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