



Executive Committee - Vice President of Communications

Leadership Expectations

<i>Management</i>	<i>Leadership Skills</i>
<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
(July 1 - June 30)

Helpful Skills:

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

Eligibility:

- Member in good standing
- Knowledge of the activities/affairs of the Greater Edmonton Chapter
- 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
- Cultivate volunteer opportunities and encourage participation

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

Reporting Structure:

- Reports to: President
- Direct Reports: Director - Communications

Commitment:

- Regular attendance at monthly events, Chapter activities and functions;
- Regular attendance at Board meetings and Executive Committee meetings
- Attendance at Board retreats (2 times per year)
- Attendance at Chapter Business Summit, as directed by President