

## **ASTD GREATER ATLANTA CHAPTER OFFICER POSITION**

**TITLE:** Director of Marketing and Communications

**TIME OF SERVICE:** One year (appointed)

**REPORTING RELATIONSHIPS:** Reports to President

**MANAGES:** Communications (all platforms)  
Sponsorship Sales  
Wild Apricot Administration

**WORKS WITH:** Executive Board, Chapter Administration, potential users of ASTD products and services, marketing/promotion/publicity channels, potential sponsors, advertisers and service providers

### **GENERAL FUNCTION:**

- Act as a consultant to develop and implement marketing and communication strategies for their products and services.
- Manage the marketing of the various Chapter programs, events, membership and other high revenue-producing activities, such as (but not limited to): sponsorship packages and website advertisements.
- Oversee the communication channels for the chapter, e.g., the newsletter e-blasts, email distribution, and social media (LinkedIn Groups, Facebook, Twitter, blog, YouTube).
- Oversees the technology that supports the Chapter.

### **LEADERSHIP RESPONSIBILITIES:**

- Establish marketing and communications goals to support Chapter mission, vision, and strategies.
- Determine necessary committee structure to accomplish annual goals.
- Recruit, orient and retain Committee Chairs.
- Help Chairs to understand how their role impacts the Chapter as a whole by communicating goals and plans.
- Communicate regularly with Chairs to hold accountable for meeting goals.
- Create and submit budget by the indicated deadlines and adhere to budget throughout term.
- Be familiar with the Constitutional Bylaws and policies and procedures.
- Attend Executive Board meetings as a voting member.
- Attend Chapter meetings on a regular basis.
- Act as liaison between Executive Board and committees to support decision-making and conflict resolution.
- Maintain confidentiality of ASTD business matters.
- Be a positive representative of ASTD.
- Track time and resources used to meet goals to be used for future planning.

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### **AREA RESPONSIBILITIES:**

- Creates and oversees implementation of the marketing and communication strategy and plans.
- Oversees the volunteers functions and committee (Chairs to be determined by the Director) that will manage and execute the following activities:
  - Sponsorships and In-Kind Donations,
  - Cross-Marketing Opportunities & Public Relations
  - Membership Marketing, and
  - Branding.
  - Chapter communications including Chapter website, Facebook, LinkedIn, eBlasts, Twitter and the newsletter.
  - Wild Apricot.
- Oversee the technology used by the Chapter, including:
  - Research and recommend to the Chapter leadership new technology and upgrades to existing technology.
  - Benchmark with other ASTD Chapters and other associations to find and recommend how technology can be used to improve efficiency and improve services to members.
  - Direct other technology issues as they arise.

### **QUALIFICATIONS:**

- Selling and marketing skills.
- Social media knowledge beneficial.
- Ability to recruit, motivate, train and retain volunteers.
- Consulting skills.
- Ability to develop win-win solutions and negotiate with vendors and suppliers.
- Ability to network with high visibility individuals in the community.
- Excellent communication skills.
- Internet technical knowledge beneficial.
- Editing or journalism experience helpful.
- Ability to listen to potential sponsors/advertisers/Board members' needs and determine the best solutions for that sponsor, advertiser, Board member and Chapter.
- General Knowledge of ASTD Atlanta.
- Previously held Committee Chair position, extremely helpful.
- Management and leadership experience.
- Member of Local and National ASTD.

### **ESTIMATED TIME COMMITMENT:**

- 4 hours annually for planning.
- 3 hours monthly for Executive Board meetings.
- 16 additional hours per month to perform specific duties of this area, lead volunteers and attend programming events.