



Director of Marketing & Communications

Position Summary:

The Director of Marketing & Communications oversees activities related to communication among the Chapter members at large, and communication with the community and other professional associations. Additionally, this position oversees activities related to the marketing of chapter initiatives.

Time Commitment:

Term: Two years

Estimated Time Requirements:

- Average of 2 to 4 hours per week working on routine tasks
- Attending board meetings: 1.5 hours per month including prep
- Attending committee meetings: Up to 2 hours per month including prep

Responsibilities:

Communications:

- Ensures that the chapter adheres to ATD branding guidelines.
- Develop goals for maintaining and improving internal Chapter communications.
- Manage Chapter publicity and media relations.
- Coordinate communication activities with related activities of Membership, Programs & Events, and other offices as needed.
- Coordinate and edit monthly eNewsletters. This may involve reporting on local and national ASTD events, solicitation of general-interest articles from membership, letters from the President, articles promoting Chapter and National activities, reviews of previous meetings, membership updates, etc.
- Attend and participate in all monthly Board Meetings & annual leadership conference as required.

Social Media:

- Stays up to date on new tools and how other organizations are using them, so that the chapter uses these technologies effectively.
- Moderate message boards and keeps spam and unwanted solicitations in check.
- Serves as an advocate for the community internally. Provides management with grassroots feedback and ideas

Board Participation

- Report on communications-related topics to Board.
- Serves as a subject-matter expert advising the chapter board on the use of social media in support of its' mission.
- Partners with other committees as needed (membership, programs) to highlight the value to becoming a member.
- Attends and participates in all monthly board meetings and chapter programs.
- Participates in other chapter events, committee meetings, and conferences as available.
- Represents chapter professionally and ethically in all business functions/organizational activities.



Qualifications:

- Skilled in written and verbal communication, personal interaction and problem-solving.
- Ability to plan, organize and execute activities as required by the position.
- Ability to complete projects within established timeframes.
- Has a willingness to advocate for the chapter.
- Comfortable with blogging and utilizing social networking technology.
- Has a high degree of familiarity with the internet, social networking tools, and online protocol.
- Ability and interest to teach, guide, and encourage others about social media, including patience with people new to Web 2.0 tools and culture.
- Ability to delegate tasks and monitor follow-through.
- Time available to fully participate in chapter programs and board meetings.
- Ability to seek others out as volunteers.

ASTD Resources:

[Chapter Relations Manager](#)

[National Advisors for Chapters \(NAC\)](#)

[Chapter Operating Requirements \(CORE\)](#)

[Sharing Our Success \(SOS\)](#)

[Chapter Leader Community \(CLC\)](#)

[Leadership Connection Newsletter \(LCN\)](#)

[Toolkits](#)

[Chapter Leader Webcasts](#)