

**As of 7/22/2019**

## **Position Title: VP of Communications**

### **POSITION SUMMARY**

The Vice President of Communications oversees activities related to communication to current and/or future chapter members, communication with the community and other professional associations. Responsibility to identify, implement and maintain website content and features and other technologies that will support board goals and improve member services. Additionally, in collaboration with the VP of Media & Marketing, oversees activities related to the marketing of chapter events and initiatives.

### **TIME COMMITMENT**

**TERM:** 1 Year (Revised Bylaws dated July 2019 = 2 Years)

### **ESTIMATED TIME REQUIREMENTS PER MONTH**

- Attending board meetings: 2 hours
- Attending monthly chapter meetings: 3 hours
- Communicating with the ATD national administrative office and/or other board members about questions and/or issues: 2-4 hours

Yearly:

- Attend 2 Board Retreats each year; January and July: 1 day and ½ day respectively
- Optional attendance at the [ATD National Chapter Leaders Conference](#) : 2 days

### **VALUE/BENEFITS**

#### **PERSONAL AND PROFESSIONAL**

- Networking with other Talent Development professionals locally and internationally
- Discounted [ATD National Professional Plus Membership](#)
- Continuous learning
- Leadership role in a professional organization
- Volunteering
- Invitation, Free Registration and stipend for hotel & travel to [ATD National Chapter Leaders Conference](#)

- Preferred seating at the [ATD International Conference](#) & Invitation to “Chapter Leadership Day” held during the International Conference

## **RESPONSIBILITIES**

### **OPERATIONS**

- Support board and chapter functions by providing web pages, publishing interface, surveys, discussions, webinars, online-forms, e-commerce and other features as appropriate.
- Maintain Chapter Web Site and update as needed.
- Provide help in accessing and navigating website.
- Act as point of contact and liaison with website host.
- Design annual budget for Technology function; audit income/expenses monthly to ensure chapter's sound financial status.
- Research, develop and facilitate the sourcing of new ideas and concepts for using technological innovation to deliver enhanced services to members.

### **MARKETING AND COMMUNICATIONS**

- Ensures a communication piece is sent to members at least once each quarter.
- Ensures that the chapter adheres to ATD branding guidelines.
- Oversee the production of chapter newsletter; solicitation of general-interest articles, letters from the President, articles promoting ATD and chapter activities, reviews of previous meetings, membership updates, etc.
- Coordinate communication activities with related activities of Membership, Programs & Events, and other offices as needed.
- Stays current with chapter strategies and operations.
- May be asked to write articles for the newsletter.

### **Training**

- Recruits and trains incoming VP of Communication
- Recruits and trains volunteers to support marketing and/or communications functions

### **BOARD ROLE**

- Develop goals for maintaining and improving internal Chapter communications.
- Develop a Communication Plan for the year (*sample below*).

- Provide the board updates on the communication plan.
- Advise Board of marketing and/or communications trends and strategies.
- Supports and promotes chapter affiliation requirements (CARE), and the strategic goals and action plans of the chapter.
- Attends and participates in monthly board meetings, chapter meetings, ATD International Chapter Leader Webinars; if available attends ATD International Conference and ATD Chapter Leaders Conference (ALC).
- Participates in other chapter events, committee meetings and workshops as available.
- Represents chapter professionally and ethically in all business functions/organizational activities.

### **QUALIFICATIONS**

- Solid information technology expertise and social media skills.
- Effective verbal communication, leadership, diplomacy, personal interaction, problem-solving and meeting management.
- Ability to plan, organize and execute activities as required by the position.
- Ability to complete projects within established timeframes.
- Ability to seek others out as volunteers.
- Time available to fully participate in chapter and board meetings.
- Member of ATD International and ATD-RTA member in good standing.

### **ATD RESOURCES**

[ATD RTA Board Google Site](#)

[Chapter Relations Manager \(CRM\)](#)

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

[Chapter Affiliation Requirements \(CARE\)](#)

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

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

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

[Toolkits](#)

[Chapter Leader Webcasts](#)

# **SAMPLE MARKETING AND COMMUNICATION PLAN**

## **Marketing Plan (Internal Communications)**

### **1. RTA Happenings email**

- a. Timing
  - i. Frequency 1/month on 1<sup>st</sup> of Month
  - ii. Draft by 25<sup>th</sup> of each month
  - iii. Finalized by last day of each month
  - iv. Posted/scheduled by Paige or Trish (Normally Paige?)
- b. Inputs
  - i. Events from Chapter Events Page
    1. Minimally, links to register
    2. Preferred, title/topic, sponsored by x, and links to register
    3. Which events?
      - a. SIGs
      - b. Monthly Meetings
      - c. Workshops/ATD Hosted certs and other opportunities
      - d. Partner/linked events
    4. If summaries wanted, SIG / events planners should submit in 125 Character text for this email. Or, they may request I do these for them.
  - ii. Outside the Chapter (Power Membership and Industry)
    1. Minimally, links to td.org events page and Power Member Logo
    2. Preferred, call outs for 1-2 major/geographically nearby conferences, early bird timing, and contacts for coordinating with other chapter members who plan to attend (much of this should be on a larger post on the chapter page)
    3. SHORT text on these. No more than 125 characters plus link to place with more info.
  - iii. Volunteer Roundups
    1. Minimally, links to volunteer page
    2. Preferred, links to volunteer page and a tickler for the types of volunteer openings
    3. SHORT text on these. Just enough to spark a click.
    4. Separate volunteer roundup emails with more info/ and calls to action may be scheduled for mid-month when need arises (urgent roles to fill, time sensitive).
  - iv. Plug the Social Media!
    1. Minimally, Logo links to all the TDRTA social media pages.
      - a. Members click and land on our official pages
      - b. Members peruse or follow as desired
      - c. Track follows on these media to see if this increases engagement
    2. Preferred: Follow the Chapter for all the latest news, events, and opportunities and share your success with #[whatever we want to use for chapter engagement]. Specific links to vlog, blog, or other content related chapter posts. Generic Logo links.

### **2. Events Communications**

- a. Timing
  - i. Add to Chapter Events list as soon as Logistics nailed (loc, date, time), as far out as possible. Minimally two months out for registration.
  - ii. Update Chapter Events list as soon as Details nailed (title, summary, sponsor info, presenter info (pics preferred-HERO SHOTS)).
  - iii. Schedule Event Emails as soon as Details nailed: Currently: 30, 14, 2 Days before event. Future: 14, 2 days before event (and included in RTA happenings for the month in which they occur).
  - iv. Reminders at 7 and 1 day before event.
- b. Inputs
  - i. SIGS/Monthly Meetings/Workshops
    - 1. Monthly Schedule: Dates/Times/Locations (table/tracker/google calendar preferred)
    - 2. Minimum Event Details:
      - a. Event title, (by 25th of preceding. month for RTA Happenings)
      - b. 125-character summary (by 25<sup>th</sup> of preceding month for RTA Happenings),
      - c. full summary,
      - d. presenter names,
      - e. Images: presenter pic or event logo or topic image,
      - f. Sponsor list (and logos if other our chapter sponsors)
  - ii. Monthly Meetings (maybe)
    - 1. Additional tickler for next month's meeting by Monday after this month's meeting.
    - 2. Inputs:
      - a. Full meeting details for "next month's meeting"
      - b. Recap/review of "this month's meeting"
        - i. Topic, major takeaways, a quote from an attendee?
        - ii. Attendance Stats? total, new members, visitors, bosses, power members? (PIE or other Visual)
  - iii. Major ATD Events, Certifications, and Opportunities applicable to Power Members

### **3. Communications Enrichment Committee: Headed by Molly and Trish**

- a. AIMS
  - i. Newsletter
  - ii. SIG/Monthly Meeting recaps and reviews (incl PICS of folks having fun and learning!)
  - iii. Article find and shares (TD.org and industry sourced)
  - iv. Interviews (members and industry leaders)
  - v. Other...
- b. MEME Team
  - 1. Converting chapter news, events and opportunities into memes
  - 2. Fed to and managed by Molly

