

Vice President of Marketing – One Year Term

Position Summary: The Vice President of Marketing is an elected officer of the chapter. This position oversees activities related to the marketing and public relations chapter initiatives. In addition, this position manages roles related to communication among the chapter members, the community, and other professional associations.

Primary Functions:

- Website Content
- Internal and external chapter communications
- Promotion of chapter activities to local training professionals
- Development of marketing materials (print and online)

Lines of Communication:

The Vice President of Marketing supports the President, and other Board members that comprise the leadership team.

Responsibilities:

- Streamline communications from the appropriate channels: Event watch emails, announcements and updates, social media (Facebook and LinkedIn), etc. based on established communications schedule.
 - Develops goals for maintaining and improving internal chapter communications
- Oversees ATD Central Pennsylvania website development activities and updates which include the event calendar, job postings, update(s)/changes, sponsors, etc.
- Manages chapter publicity, media relations, and social media sites
- Develops marketing materials on an 'as needed' basis and ensures that the chapter adheres to ATD branding guidelines. Materials include:
 - Brochures
 - Business cards
 - Handouts at events
 - Social Media graphics
 - Other promotional items
- Assist the Membership Committee by creating marketing materials and support outreach efforts to local businesses and colleges/universities.
 - Provide marketing support at charity and community service events
 - Ensure pictures are taken at each monthly event throughout the year to promote membership

Possible Marketing Committee roles to support the VP of Marketing may include the following:

- **Communications Director** - The Communications Director reports to the VP of Marketing. This position is responsible for sending out chapter communications such as the event watch, event announcements, and reminders.
- **Director of Social Media** - The Director of Social Media reports to the VP of Marketing. This position manages social media communication activities within the chapter.
- **Creative Director** - The Creative Director reports to the VP of Marketing. This position manages branding and visual identity of the chapter, creates design templates and promotional materials for the chapter which includes and not limited to brochures, event blurbs, infographics, business cards, social media ads, etc.
- **Director of Community Outreach** - The Director of Community Outreach reports to the VP of Marketing. In this role, the Director of Community Outreach will be the liaison between local colleges and universities to help promote chapter events and opportunities. This position will also work with the VP of Marketing and VP of Membership to establish tactics to increase membership and awareness of our chapter.
- **Website Director** - The Website Director reports to the VP of Marketing. This position manages the chapter's website and works closely with the VP of Programs, SIGs and GIGs leaders, and the chapter's website administrator.
- **Webmaster** - The Webmaster is responsible for maintaining and updating the Central PA ATD website

Time Required:

- Approximately 6-7 hours per month, including Board meetings