

Board of Directors Role

**Position Title: Director of Marketing & Communications**

Term: 2 years

Reports To: President

Voting Position: Yes

Supervisory Duties: Yes

Committee Members: Yes

Executive Committee: No

Board Appointed: Yes

**Description:**

The Director of Marketing & Communications managers the Communications team and oversees activities related to communication and marketing for the chapter and its members. Responsible for marketing and communication strategy across communication channels including Chapter & conference websites, newsletter, social media, and eblasts.

**Time Commitment:**

15 -25 hours per month, with some additional time required for significant events, such as the annual conference. Oversight of the newsletter and general Chapter announcements requires 5-10 hours each month. Additional hours are dependent on events that are being offered by the Chapter.

**Key Competencies:**

Communication, Marketing, Promotions, Interpersonal Skills, Technological Savvy, Strategic Thinking, Agile, Supervisory Skills.

**Primary Responsibilities:**

* Ensure timely and effective marketing and promotion of Chapter events, activities, volunteer openings and partnership opportunities through websites, social media, newsletters and other relevant channels.
* Oversee Newsletter Editor and ensure that monthly newsletter is created and distributed on time
* Oversee Social Media Coordinator who manages and maintains social media pages and credentials.
* Timely coordination and collaboration with Chapter website administrator to ensure all content and links on website are current and up-to-date.
* Ensure consistent branding of all communications and alignment with ATD National expectations/ guidelines.
* Create, produce, and manage Chapter publications such as flyers for events, brochures, special email blasts, annual report, etc.
* Support communications for the Chapter’s annual member survey.
* Support communications around benefits of membership and programs (such as CPLP)
* Promote Chapter Sponsorship, Chapter Meeting Sponsorship and other Event Sponsorship through the website, newsletter and social media.
* Manage Workplace Learning Conference website.
* Measure efficacy of communication methods and strategies.
* Promote utilization of the Chapter CHiP code.
* Find new channels to promote and market the Chapter (i.e. local business journals, etc.).
* Ensure new direct reports go through ATDps onboarding process.

**Committee Members/ Direct Reports (Volunteers):**

* Newsletter Editor
* Social Media Coordinator
* Marketing & Promotions Intern

**Success Measures:**

* Newsletter is distributed on 1st business day of each month
* Two postings are conducted per month on each social media account
* Website is kept current and up-to-date each month for all events
* Members receive information on events and opportunities through multiple channels (newsletter, social media, websites) 4-8 weeks in advance.
* Requests to join LinkedIn discussion group are responded to weekly
* Works collaboratively with President, Board Members and Senior Office Administrator

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| **Privileges:** | **Additional Expectations:** |
|  | Member of ATD Puget Sound Chapter for term |
| Voting member of the Board | Member of ATD National for term |
| 100% reimbursement of local Chapter membership during year 2  $100 reimbursement for National membership | Attend monthly Board Meetings  Attend Board retreats (semi-annually)  Post comments/ engage in Chapter’s social media  Provide annual budget numbers |
|  | Meet success measures listed above  Actively seek and develop leaders as potential successors for this role in the future |