## Vice President of Communications

### Leadership Expectations

<table>
<thead>
<tr>
<th>Management</th>
<th>Leadership Skills</th>
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<tbody>
<tr>
<td>• Strategic Planning: work with the board to create and execute a 3-Year Strategic and Annual Business Plan</td>
<td>• Facilitation</td>
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<td>• Advise, support and develop board of directors in executing initiatives</td>
<td>• Collaboration</td>
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<td>• Assist in chapter budget development</td>
<td>• Delegation</td>
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<td>• Target future leaders within existing board, committees and membership</td>
<td>• Mentoring</td>
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<td>• Transition with incoming VP of Communications</td>
<td>• Coaching</td>
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<td></td>
<td>• Teaching</td>
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<td></td>
<td>• Financial</td>
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<td></td>
<td>• Motivational</td>
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<td></td>
<td>• Conflict/Resolution</td>
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<td>• Execution</td>
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### Job Description

*Term:* One year or as determined by the Board of Directors and Chapter bylaws

**Helpful Skills:**
- Delegation, Motivational, Deadline driven, Strong proofreader, General understanding of communications tools and technology (i.e. Websites, social medial sites, constant contact, blogs).

**Eligibility:**
- Member in good standing
- Willing to give the time, energy, talents and enthusiasm required of the position
- Previous service on Board of Directors, preferably in a communications capacity

**Overall Responsibilities:**
- Serve as voting member of Board of Directors
- Member of Executive Committee
- Act as coach, advisor and counselor to assigned committees
- Report on the strategies, successes and challenges of assigned committees to Board of Directors
- Ensure the fiscal responsibility of the committee(s) to which position is assigned
- Support and defend policies and programs adopted by the Board of Directors
- Conduct transition meeting with successor

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• Perform any other duties as assigned by the President and/or Board of Directors

Specific Responsibilities:
• Manage the publications, marketing, advertising, public relations, community outreach and advocacy efforts of the chapter, including:
  o Marketing - Website/technology, Job Bank
  o Publications - Newsletter, Directory
  o Public Relations - Media Relations, Press Releases
  o Advertising - Newsletter Ads, Website Ads
  o Community Outreach - Philanthropic Activities
• Ensure Chapter programs, activities and accomplishments are highlighted on an International level by communicating with MPI Public Relations and Marketing Departments
• Communicate strategic issues relating to communications/technology to Board of Directors
• Research current communications/technology trends and topics pertinent to the meetings industry and report findings to Board of Directors
• Approve all bills of the committees within the Communications category and forward appropriate paperwork to the Vice President of Finance

Reports to: President

Commitment:
• Regular attendance at monthly meetings and Board meetings and retreats
• Attendance at all official chapter activities and functions
• Potential attendance at Chapter Business Summit, as directed by President
Director, Communications

Leadership Attributes

<table>
<thead>
<tr>
<th>Management</th>
<th>Leadership Skills</th>
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<tbody>
<tr>
<td>• Create objectives to support the chapter’s Business and Strategic plan</td>
<td>• Facilitation</td>
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<td>• Educate committee chairs with processes, procedures and tools to achieve committee objectives</td>
<td>• Collaboration</td>
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<td>• Assist in budget development for all committees reporting to director based on line items in overall chapter budget</td>
<td>• Delegation</td>
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<tr>
<td>• Target incoming director from committees who report to you</td>
<td>• Mentoring</td>
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<td>• Transition with incoming Director</td>
<td>• Coaching</td>
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</tbody>
</table>

Job Description

Term: One year or as determined by the Board of Directors and Chapter bylaws

Helpful Skills:

• Problem Solver, Creativity, Project Management, Base Knowledge of Media (Print, Electronic, Internet), Communicator (oral and written), Motivator

Eligibility:

• Member in good standing
• Willing to give the time, energy, talents and enthusiasm required of the position

General Responsibilities:

• Serve as voting member of Board of Directors
• Attend monthly Board meetings, Chapter events and committee meetings
• Act as coach, advisor and counselor to assigned committees
• Identify, recruit and train committee chair for assigned committees
• Ensure the fiscal responsibility of the committee(s) to which position is assigned
• Support and defend policies and programs adopted by the Board of Directors
• Conduct transition meeting with successor
• Perform any other duties as assigned by the President and/or Board of Directors
Specific Responsibilities:

- Coordinate all details of publishing and distributing monthly newsletter, annual membership directory and any other Chapter publications to membership
- Develop and enforce editorial calendar for all publications and solicit submissions
- Facilitate production, writing, proofreading and design of Chapter printed materials to ensure professional appearance and consistent “look” of the Association brand
- Appoint Chapter photographer and coordinate placement of photos into Chapter publications
- Liaise with directors to ensure promotion of Chapter activities
- Provide an open channel of communications between committees to facilitate flow of information to newsletter editor
- Perform annual review of Chapter publications to ensure efficacy as Chapter communications tools

Reports to: Vice President of Communications

Commitment:

- Regular attendance at monthly meetings and Board meetings
- Attendance at Board retreats
- Attendance at all official chapter activities and functions