

VP MARKETING AND COMMUNICATIONS

Leadership Expectations

Management	Leadership Skills
<ul style="list-style-type: none"> • Strategic Planning: work with the board to create and execute a 3-Year Strategic Plan and Annual Business Plan • Advise, support and develop board of directors in executing initiatives • Assist in chapter budget development • Target future leaders within existing board, committees and membership • Schedule transition time with incoming VP's 	<ul style="list-style-type: none"> • Facilitation • Collaboration • Delegation • Mentoring • Coaching • Teaching • Financial • Motivational • Conflict/Resolution • Execution

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

Eligibility:

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

Overall Responsibilities: (to be based on individual chapter needs)

- 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
- Perform other duties that may be delegated by the President and/or Board of Directors

Specific Responsibilities: (to be based on individual chapter needs)

- Create and implement an in-depth business marketing plan to promote MPI Pittsburgh Chapter (in its entirety) to our membership and local

- community. Cultivate and manage this marketing campaign from start to finish. Work with VP of Membership and Director of Retention/Requirement.
- In-conjunction with VP of Events and Director of Networking collaborate on creative marketing/themes for educational and network events (18 month calendar). Once these are developed, create and manage a communication plan leading up to each event to assist with increasing interest and attendance at each one.
 - Manage the publications (newsletter), marketing (website/social media), advertising (newsletter ads, website ads), public relations (media relations, press releases), and community outreach and advocacy efforts of the chapter.
 - Oversee, mentor, and share responsibilities with the Director of Marketing position.
 - Develop and enforce an editorial calendar for all publications and solicit submissions.
 - Facilitate productions, writing, proofreading and design of Chapter's materials to ensure professional appearance and consistent "look" of the Association brand.
 - Appoint chapter photographer and coordinate placement of photos into Chapter publications.
 - Ensure chapter programs, activities, and accomplishments are highlighted to our membership, local community, and on an international level with MPI Global.
 - Works directly with all departments to make sure communication requests are fulfilled and sent out to members in a timely manner.
 - Contribute in brainstorming sessions to provide innovative ideas on how the chapter can increase revenues and/or cut back on expenses.
 - Work in conjunction with our chapter admin
 - Market Global Initiatives through chapter media channels: Refer A Friend Program, World Education Congress (WEC), Global Meetings Industry Day (GMID), Membership Discounts, Memberships
 - Market Chapter Initiatives: Season Pass, Holiday Savings Pass, Bring A Guest Campaign, etc
 - Complete Board Trainings through MPI Global

Reports to: President

Time Commitment:

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

- Potential attendance at Chapter Leadership Conference, as directed by President
- Attend VP of MARComm Global Calls
- Attend All Hands Global Calls

Resources/Forms

- Communications Calendar from previous year
- P&L
- 18 month calendar
- Check Requests
- Communications Form
- Chapter Resources Page
- Chapter Dashboard
- Google Drive
- Board Reports
- Paragon