**VP MARKETING AND COMMUNICATIONS**

**Leadership Expectations**

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<th>Management</th>
<th>Leadership Skills</th>
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| - 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 | - 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