

# **JOB DESCRIPTIONS**

#### **PRESIDENT**

**Leadership Expectations** 

The President shall serve as chairman of both the Board of Directors and the Executive Committee. The President shall also serve as a member, ex-officio, but without the right to vote on all committees. The President or designee will serve as a member of the International Council of Chapter Presidents

At the Annual Meeting and at such other times, the President shall communicate to the members such matters and make such suggestions that will promote the welfare and increase the usefulness of the Chapter. The President shall perform such other duties as or as may be prescribed by the Board of Directors.

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

#### Qualifications:

- Member in good standing with previous service as President-Elect
- Knowledgeable of the activities and affairs of the chapter
- Willing to give the time, energy, talents, and enthusiasm required of the position

Specific Responsibilities:



- Directly responsible for communicating with and supervising the chapter officers and directors to ensure that all assignments are completed according to the strategic plan, the chapter is financially sound, and membership is advised of all progress
- Serve as chair of all meetings of both the Executive Committee and Board of Directors, serve as a member of the Finance Team
- Approve all members of standing and special committees and relieve any inactive committee members with approval of the Board
- Ensure adherence to Chapter Bylaws, Policies and Procedures
- Support and enforce policies and programs adopted by the Board of Directors
- Prepare consent agenda for each board meeting and distribute prior to meeting
- Serve as an ex-officio member on all committees Vote on issues brought before the Board of Directors only in the event of a tie
- Act as official spokesperson of the chapter
- Conduct new Board Member Orientation, Spring Board Retreat and Winter Board Retreat
- Submit budget needs for the following fiscal year
- Oversee performance of Chapter Administrator/Executive Director, including monthly meetings and a yearly performance review
- Serve as liaison between the Chapter and MPI Headquarters
- Performs any other duties as assigned by the Board of Directors

- Regular attendance at monthly meetings, Board and Executive Committee meetings
- Attendance at Board retreats
- Attendance at MPI Chapter Business Summit
- Attendance at MPI World Education Congress (WEC)
- Attendance at all official chapter activities and functions



# **President-Elect**

# **Leadership Expectations**

| Management   | Leadership Skills/Competencies  |
|--|---|
| <ul> <li>Strategic Planning: work with board to continually build, develop and execute a Strategic Business Plan</li> <li>Advise, support and develop board of directors in executing initiatives</li> <li>Assist in chapter budget development</li> <li>Develop leadership development processes to support succession planning</li> <li>Target and mentor future leaders</li> <li>Schedule transition time with incoming VP's</li> </ul> | <ul> <li>Facilitation</li> <li>Collaboration</li> <li>Delegation</li> <li>Organization</li> <li>Execution</li> <li>Mentoring</li> <li>Coaching</li> <li>Financial Awareness</li> <li>Motivational</li> <li>Conflict Resolution</li> </ul> |

The President-elect or designee shall preside at all meetings in the absence of the President, work with officers to ensure chapter minimum standards are met, develop leadership succession planning strategies for chapter and shall perform such other duties that may be delegated by the President and/or the Chapter Board of Directors.

Reports to: President

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

### Assigned Board Directors/Committees:

• Diversity, Equity and Inclusion

# Qualifications:

- Member in good standing with service, when possible, in a Board position
- Prior experience on the MPI Potomac Board of Directors, with a minimum of one year of service
- Knowledgeable of the activities and affairs of the chapter
- Willing to give the time, energy, talents and enthusiasm required of the position
- Willing to commit to three years of service as President-Elect, President and Immediate Past President

### Specific Responsibilities:

- Serve as direct support to the Chapter President
- In the absence of the President, perform the duties of the President with the powers of and subject to all the restrictions upon the President
- Serve as a voting member of Board of Directors and Executive Committee
- Serve on the governance and nominating committee to develop a slate of qualified board members for the following year
- Develop and implement a leadership succession/mentoring program



- Oversees the Leadership, Board of Director
- Ensure the chapter adheres to minimum chapter standards as prescribed by MPI
- Act as mentor, coach, advisor and counselor to assigned committees
- Attend monthly board meetings, chapter events and committee meeting
- Report on the strategies, successes and challenges of assigned committees to Board
- Support and enforce policies and programs adopted by the Board of Directors
- Conduct transition meeting with successor
- Responsible for ensuring the fiscal responsibility of the committee(s) to which position is assigned
- Perform other duties that may be delegated by the President and/or Board

- Regular attendance at monthly meetings, Board and Executive Committee meetings
- Attendance at Board retreats
- Attendance at MPI Chapter Business Summit
- Attendance at MPI World Education Congress (WEC)
- Attendance at all official chapter activities and functions
- Assigned committee activities



# **Vice President of Communications**

# **Leadership Expectations**

| Management   | Leadership Skills/Competencies   |
|--|--|
| <ul> <li>Strategic Planning: work with board to create and execute Strategic Business Plan inclusive of Marketing &amp; Communications Plan</li> <li>Advise, support and develop board of directors in executing initiatives</li> <li>Assist in chapter budget development</li> <li>Target future leaders within existing board, committees and membership</li> <li>Schedule transition time with incoming VP's</li> </ul> | <ul> <li>Visionary</li> <li>Creativity</li> <li>Innovative</li> <li>Facilitation</li> <li>Collaboration</li> <li>Delegation</li> <li>Mentoring</li> <li>Coaching</li> <li>Organization</li> <li>Execution</li> <li>Financial Awareness</li> <li>Motivational</li> <li>Conflict Resolution</li> </ul> |

The Vice President of Communications shall oversee the chapter communications. Vice President of Communication will oversee the timely communications as needed to provide effective newsworthy information to the membership. In addition, the Vice President of Communications shall oversee the production of the chapter newsletter, directory, and website, their content and accuracy, and all written communication that is provided by the chapter both internally and externally. The Vice President of Communications shall also ensure that all written communications follows the Chapter Business Plan currently in place. The Vice President of Communications will report at all meetings of the Board of Directors and at other times when called upon by the President.

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

Reports to: President

#### *Eligibility:*

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

# Assigned Board Directors/Committees:

- Marketing/PR
- Publications



### General Responsibilities:

- Serve as voting member of Board of Directors and Executive Committee
- Act as mentor, coach, advisor, and counselor to assigned committees
- Submit agenda items for Board of Directors meetings in advance of meetings
- Report on the strategies, successes, and challenges of assigned committees to Board
- Support and enforce policies and programs adopted by the Board of Directors
- Ensure the fiscal responsibility of the committee(s) to which position is assigned.
- Ensure Committee Project Plans are accurate and Annual Financial Budget and reflect long-term goals set in the Chapter Business Plan
- Conduct transition meeting with successor
- Perform other duties that may be delegated by the President and/or Board

# Specific Responsibilities:

- Lead, manage, and direct Chapter's marketing, communications, and public relations plans and policies
- Oversee the marketing, publications, public relations, advertising, and communityoutreach efforts of the chapter, including
  - Marketing & PR responsible for media relations, press releases; providing marketing and public relations support for the various chapter events and projects. Maintains content on website and social media.
  - Publications responsible for producing monthly FYI electronic newsletter, bi-monthly Potomac Engage, annual Member Directory, content for website
  - Advertising FYI electronic newsletter Ads, Potomac Engage Ads, website Ads
  - Community Outreach responsible for community service volunteer efforts throughout the Chapter Year.
- Ensure chapter programs, activities and accomplishments are highlighted at both the local Chapter and MPI International levels
- Communicate strategic issues relating to communications/technology to Board of Directors
- Secure and oversee the following outside vendors through RFP process: Chapter Photographer, graphic designer, printer, and copywriter (if applicable)
- Oversee and research current communications/technology trends and topics pertinent to the meetings industry and report findings to Board of Directors
- Approve all Communication related expenses and forward appropriate paperwork to the Management Firm.

- Regular attendance at monthly meetings, Board and Executive Committee meetings
- Attendance at Board retreats
- Training of Board and Committee Chairs regarding financial procedures and bylaws of the Chapter as determined by the Board
- Attendance at all official chapter activities and functions
- Assigned committee activities



Vice President of Education Leadership Expectations

The Vice President of Education shall oversee the educational offerings of the Chapter, to include program planning and educational alignment with the MPI strategic plan. The Vice President of Education shall also oversee registration, logistics, content and speaker sourcing for all meetings. The Vice President of Education will report at all meetings of the Board of Directors and at other times when called upon by the President.

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

Reports to: President

### *Eligibility:*

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

### Assigned Board Directors/Committees:

- Regional Conference/ReConEx
- Education Programs
- Certifications and Leadership Development

### General Responsibilities:

- Serve as voting member of Board of Directors and Executive Committee
- Act as mentor, coach, advisor, and counselor to assigned committees
- Submit agenda items for Board of Directors meetings in advance of meetings
- Report on the strategies, successes, and challenges of assigned committees to Board
- Support and enforce policies and programs adopted by the Board of Directors
- Ensure the fiscal responsibility of the committee(s) to which position is assigned.



- Ensure Committee Project Plans are accurate and Annual Financial Budget and reflect long-term goals set in the Chapter Business Plan
- Conduct transition meeting with successor
- Perform other duties that may be delegated by the President and/or Board

# Specific Responsibilities:

- Manage and supervise chapter educational efforts, including the development and creation of a Chapter Education Plan.
- Oversee all annual education needs assessment initiatives and oversee any education related research projects
- Lead, manage, and direct the Chapter's Education Plan in accordance with chapter strategies and MPI Standards including content, registration, and logistics for the Chapter's education experiences
- Communicate strategic issues relating to professional development Board of Directors
- Approve all Education related expenses and forward appropriate paperwork to the Management Firm.

- Regular attendance at monthly meetings, Board and Executive Committee meetings
- Attendance at Board retreats
- Training of Board and Committee Chairs regarding financial procedures and bylaws of the Chapter as determined by the Board
- Attendance at all official chapter activities and functions
- Assigned committee activities



# Vice President of Finance Leadership Expectations

| Management   | Leadership Skills/Competencies  |
|--|---|
| <ul> <li>Strategic Planning: work with board to create and execute Strategic Business Plan</li> <li>Advise, support and develop board of directors in executing initiatives</li> <li>Manage and direct chapter budget development and fiscal planning</li> <li>Lead and manage Chapter Sponsorship efforts</li> <li>Oversee and protect the Chapter's investment Accounts and Reserves</li> <li>Oversee the Chapter's Annual Audit</li> <li>Target future leaders within existing board, committees and membership</li> <li>Schedule transition time with incoming VP's</li> </ul> | <ul> <li>Facilitation</li> <li>Collaboration</li> <li>Delegation</li> <li>Mentoring</li> <li>Organization</li> <li>Execution</li> <li>Coaching</li> <li>Financial Awareness</li> <li>Motivational</li> <li>Conflict Resolution</li> </ul> |

The Vice President of Finance shall oversee the Chapter's funds and financial records. The Vice President of Finance shall oversee collection of all funds and/or assessments; shall establish proper accounting procedures for the handling of funds; and shall be responsible for keeping the funds in such banks, trust companies, and/or investments as are approved by the Executive Committee. The Vice President of Finance shall report on the financial condition of the Chapter at all meetings of the Board of Directors and at other times when called upon by the President. The Vice President of Finance shall work with the Association Manager to file Chapter tax reports to MPI (US Chapters only), the Internal Revenue Service and state/province agencies as required. The Vice President of Finance shall oversee and guide the activities of the Strategic Alliances and Site Selection and Strategic Events Committees to reach their annual sponsorship and revenue goals.

(Please see below for descriptions of each committee.)

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

Reports to: President

#### *Eligibility:*

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



Good organizational skills

# Assigned Board Directors/Committees:

- Business Development
- Special Events

### General Responsibilities:

- Serve as voting member of Board of Directors and Executive Committee
- Act as mentor, coach, advisor and counselor to assigned committees
- Submit agenda items for Board of Directors meetings in advance of meetings
- Report on the strategies, successes and challenges of assigned committees to Board
- Support and enforce policies and programs adopted by the Board of Directors
- Ensure the fiscal responsibility of the committee(s) to which position is assigned.
- Ensure Committee Project Plans are accurate and Annual Financial Budget and reflect long-term goals set in the Chapter Business Plan
- · Conduct transition meeting with successor
- Perform other duties that may be delegated by the President and/or Board

# Specific Responsibilities:

- Manage and supervise chapter financial efforts, in conjunction with Chapter Association Manager:
  - o Fundraising cash and in-kind; fundraising events, auction
  - o Special Events trade shows, special networking events
  - o Strategic Alliances with respect to sponsorships, partnership marketing
  - o Investments & Reserves CDs, mutual funds, prudent reserve
- Oversees Director of Business Development
- Maintain proper accounting procedure for the receipt and handling of funds, maintenance of financial records, and paying all authorized invoices with the Association Manager
- Ensure safekeeping of chapter funds in such banks, trust companies, and/or investments as approved by the Board of Directors
- Prepare annual operating budget with Executive Committee and Association Manager and ensure compliance once approved by the Board
- Ensure chapter is incorporated according to chapter minimum bylaws (Association Manager)
- Comply with all governmental tax regulations and file chapter tax reports as required with Association Manager
- Ensure chapter complies with MPI bonding requirements (Association Manager)
- Present up-to-date financial statements at each Board of Directors meeting (prepared by Association Management)
- Research current funding, partnership and investment trends and topics pertinent to the chapter and report findings to Board of Directors



 Approve all Division related expenses and forward appropriate paperwork to the Management Firm.

- Regular attendance at monthly meetings, Board and Executive Committee meetings
- Attendance at Board retreats
- Training of Board and Committee Chairs regarding financial procedures and bylaws of the Chapter as determined by the Board
- Attendance at all official chapter activities and functions
- Maintenance of chapter financial records (prepared by Management Firm)
- Consolidating work plan "wish lists" to the chapter budget and finalizing the budget for the July 1 deadline. (estimated 20 hrs May-June time frame)
- Assigned committee activities



# Vice President of Membership Leadership Expectations

| Management   | Leadership Skills/Competencies  |
|--|---|
| <ul> <li>Strategic Planning: work with board to create and execute Strategic Business Plan inclusive of Membership Plan and Campaign</li> <li>Advise, support and develop board of directors in executing initiatives</li> <li>Oversee monthly membership figures, and act as liaison to the MPI International Membership Team</li> <li>Assist in chapter budget development</li> <li>Target future leaders within existing board, committees and membership</li> <li>Schedule transition time with incoming VP's</li> </ul> | <ul> <li>Facilitation</li> <li>Collaboration</li> <li>Delegation</li> <li>Mentoring</li> <li>Coaching</li> <li>Organization</li> <li>Execution</li> <li>Financial Awareness</li> <li>Motivational</li> <li>Conflict Resolution</li> </ul> |

The Vice President of Membership shall oversee new member recruitment, new member orientation, member recognition programs, scholarships and Chapter retention. The Vice President of Membership will access membership reports including new members and retention from the MPI database and report at all meetings of the Board of Directors and at other times when called upon by the President.

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

Reports to: President

# *Eligibility:*

- Member in good standing
- Previous service on Board of Directors or Committee chair, when possible, preferably in a membership capacity
- Willing to give the time, energy, talents and enthusiasm required of the position

#### Assigned Board Directors:

- Member Recruitment and Retention
- Member Engagement and Recognition
- Advocacy and Community Outreach

### General Responsibilities:

- Serve as voting member of Board of Directors and Executive Committee
- Act as mentor, coach, advisor and counselor to assigned committees
- Submit agenda items for Board of Directors meetings in advance of meetings
- Report on the strategies, successes and challenges of assigned committees to Board
- Support and enforce policies and programs adopted by the Board of Directors
- Ensure the fiscal responsibility of the committee(s) to which position is assigned.



- Ensure Committee Project Plans are accurate and Annual Financial Budget and reflect long-term goals set in the Chapter Business Plan
- Conduct transition meeting with successor
- Perform other duties that may be delegated by the President and/or Board

### Specific Responsibilities:

- Manage and supervise chapter membership plan, campaigns and overall efforts to increase MPI Potomac's membership through:
  - Recruitment member recruitment, new member orientation, and chapter membership campaign
  - o Retention member retention, hospitality
  - o Engagement- committee recruitment and involvement
  - Awards & Scholarships recognition programs, scholarships
  - o Student Involvement: build awareness & engagement of students and faculty.
- Act as liaison between the Chapter and MPI's International's Membership Team to manage the ongoing initiatives of MPI International as it relates to the MPI Potomac Chapter Membership, and ongoing membership recruitment and retention process.
- Work with chapter management to maintain a current roster of chapter members
- Communicate strategic issues relating to membership to Board of Directors
- Research current membership trends and topics pertinent to the meetings industry and report finding to Board of Directors
- Approve all Membership related expenses and forward appropriate paperwork to the Management Firm.

- Regular attendance at monthly meetings, Board and Executive Committee meetings
- Attendance at Board retreats
- Training of Board and Committee Chairs regarding financial procedures and bylaws of the Chapter as determined by the Board
- Attendance at all official chapter activities and functions
- Assigned committee activities



# **Board Director**

# **Leadership Expectations**

| Management  | Leadership Skills/Competencies  |
|---|---|
| <ul> <li>Create objectives to support the chapter's Strategic and Business plan</li> <li>Educate committee chairs with processes, procedures, and tools toachieve committee objectives</li> <li>Assist in budget development for all committees reporting to director based on line items in overall chapter budget</li> <li>Target incoming director from committees who report to you</li> <li>Schedule transition time with incoming Director</li> </ul> | <ul> <li>Creativity</li> <li>Facilitation</li> <li>Collaboration</li> <li>Delegation</li> <li>Mentoring</li> <li>Organization</li> <li>Execution</li> <li>Coaching</li> <li>Financial Awareness</li> <li>Motivational</li> <li>Conflict Resolution</li> </ul> |

One of the major responsibilities of a Board Director is to work as a liaison with one or more committees in a particular service area to our chapter. See below for description of each specific role:

**CMP Prep Course:** This committee leads our renowned on-line study courses focused on preparation for the CMP exam. They also promote those who earn their CMP's certification through the program. They produce up to 4 CMP prep courses throughout the year by creating and publishing course schedules, coordinating instructors, and marketing to MPI Chapter as well as partnerships with MPI chapters around the world that are not currently offering CMP prep courses.

**Communication:** The committee collaborates with all Potomac Chapter committees to plan and execute cohesive marketing campaigns to promote chapter events and activities including managing the marketing calendar, coordinating email campaigns, creating graphics, overseeing and posting on social media platforms, updating the website, hosting monthly podcasts, gathering content for and publishing the monthly FYI e-newsletter, and publishing the annual membership directory.

**Community Outreach:** This committee aims to get MPI Potomac's name out into the community through community service and volunteer efforts.

**Diversity, Equity and Inclusion:** This committee provides support and resources to ensure DEI initiatives are weaved into all chapter activities and communications to uphold the chapter's mission to create an inclusive community that best reflects the makeup of our members.



**Educational Experiences:** This committee curates and develops 4-6 educational experiences (known as e2s) and other learning programs throughout the year. Tasks include content development, speaker/panel engagement, program format, and on-site execution.

**Emerging Professionals:** This committee assist individuals from traditionally aged college students to adult learners and even career-pivoters. It's a supportive home for all industry members who are in the early stages of their careers, with 0-3 years of experience. The goal of the committee is to provide tailored support and resources to help them navigate their career paths.

**Industry Advocacy:** This committee strives to advance the interests of the Potomac chapter through industry advocacy channels and will spearhead the chapter's participation in events focused on highlighting the meeting industry.

**Leadership Development:** This committee plays a crucial role in supporting Potomac Chapter leaders. It facilitates succession planning, ensuring a smooth transition of leadership. Additionally, it provides a wealth of resources and tools to enhance leadership skills and effectiveness, ultimately setting up chapter leaders for success.

**Membership Engagement & Recognition:** To maximize member's engagement, this committee ensures each member is getting their ROI from their membership once they become a member. The committee is responsible for member orientation activities, promoting committee involvement to maximize membership, and coordinating the Ambassador program at events to help connect newer and non- members with existing members.

To provide member recognition, this committee also promotes ongoing member volunteer service and activities through awards (star awards throughout the year and annual awards), chapter articles, and birthday/anniversary acknowledgments. The committee is responsible for planning and executing the chapter's year-end annual awards event (known as the Evening of the Stars).

Membership Recruitment & Retention: This committee develops and executes membership promotion and growth strategies throughout the year. Member Recruitment is a chapter wide responsibility, and this committee provides resources and specific strategies to ensure we are hitting all cylinders to create continuous membership growth. The committee also provides an ongoing outreach campaign to members in advance of their renewal date. By coordinating efforts with Member Recruitment and Engagement committees, Member Retention committee follows the life cycle of the member and creates proactive communications.

**Mentorship:** This committee connects members who are interested in serving as mentors with members who are looking for mentors in the industry.

**Networking Events:** This committee plans and executes several non-educational, networking events that generate revenue for the chapter. Tasks include everything from event conception and design through working with event partners and on-site execution. that can bring in additional revenue for the chapter.



**Sponsorship:** This committee develops and delivers chapter revenue through paid partnerships, including year-long strategic sponsors, event sponsors, various sponsors/ advertisers for chapter publications and other outlets. The committee is also responsible for sponsor care to ensure ROI for each sponsor is executed and actualized. Lastly, the committee organizes non-event-specific fundraisers that can bring in additional revenue for the chapter.

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

*Reports to:* Vice President or President-Elect (see Organization Chart)

### *Eligibility:*

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

### General Responsibilities:

- Serve as voting member of Board of Directors
- Act as mentor, coach, advisor and counselor to assigned committees
- Submit agenda items for Board of Directors meetings in advance of meetings
- Report on the strategies, successes and challenges of assigned committees to Board
- Support and enforce policies and programs adopted by the Board of Directors
- Ensure the fiscal responsibility of the committee(s) to which position is assigned.
- Ensure Committee Project Plans are accurate and Annual Financial Budget and reflect long-term goals set in the Chapter Business Plan
- Conduct transition meeting with successor
- Perform other duties that may be delegated by the President and/or Board

- Regular attendance at monthly meetings, and Board Meetings
- Attendance at Board Retreats
- Attendance at all official chapter activities and functions
- Assigned committee activities