

MPI Job Description

VP of Marketing & Communications

Term: 1 Year with 2 Term Max, Suggested two years, or as determined by the Board of Directors and Chapter Bylaws

Reports to: President

Eligibility:

- Member in good standing
- Previous service on an MPI Board of Directors, preferably on the Communications Committee
- Willing to give the time, energy, talents and enthusiasm required of the position
- Good organizational skills, technology skills (including but not limited to website, Adobe, Excel, Photoshop)

General Responsibilities:

- Serve as a voting member of the Chapter Board of Directors
- Member of Executive Committee
- Attend Monthly Board Meetings, Chapter events, and Committee Meetings
- Act as coach, advisor, and counselor to assigned committees
- Keep the Board updated on the status of business plan items, board meeting agenda items, and team progress
- Report on the strategies, successes and challenges of assigned committees to Board of Directors
- Identify, recruit and train Committee Chair for assigned committees
- Provide direction and leadership for the Chapter to maintain and improve communications
- Develop and manage the Communications budget lines
- 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
- Gain a comprehensive understanding of how the Leadership Development can assist in securing and developing your committees, along with monthly reporting as requested
- Ensure that Directors properly utilize Leadership Development to grow and maintain their committees
- Utilize Google Docs for all documents/forms
- Ensure committee adherence to the Chapter Business Plan
- Adhere to the guidelines found in MPI's Principals of Professionalism and Chapter's By-Laws and Policies and Procedures.
- Perform other duties that may be delegated by the President and/or Board of Directors

Specific Responsibilities:

- Manage and supervise Chapter communications efforts, including:
 - Publications – Newsletter, Printed Materials, Weekly Communications
 - Marketing - Website
 - Public Relations - Media Relations, Press Releases, Social Media
- Produce and Print educational handouts
- Proof and review all marketing/communication
- Ensure Chapter programs, activities and accomplishments are highlighted on an international level by communicating with MPI Public Relations and Marketing Departments
- Research current communications/technology trends and topics pertinent to the meetings industry and report findings to Board of Directors, and to VP of Education for possible educational programming
- Ensure adherence to all MPI branding standards and MPI Communication brand standards
- Communicate strategic issues relating to membership to Board of Directors
- Approve all expenses of the committees within the Communication category and forward appropriate paperwork to the VP of Finance

Direct Reports: Director of Communication

Time Commitment:

- Attendance at a minimum of 7 Board meetings, either in person or via conference call (once), per year
- Attendance at a minimum of 4 official Chapter activities and functions, per year
- Attendance at the Board Transition and Board Orientation Meetings, per year
- Attendance at 2 Board retreats – up to 3 days total, per year
- Attendance at the Chapter Business Summit, in conjunction with WEC
- Committee activities (10 hr/mo)