

Vice President of Communications

Reports to: Office of the President

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

Time Commitment: Estimated 4 hours per week, not including board meetings/retreats & chapter events

Specific Responsibilities:

- Manage and supervise the Communications Department.
- Oversight of the following chapter functions:
 - Chapter Website
 - E-mail Communications
 - Marketing and Public Relations
 - Social Media platforms
 - Registration platform
 - Ultimate responsibility for all chapter functions reporting to the Membership Department.
- Oversight of the following chapter committees:
 - Content Committee
 - Social Media Committee
 - Marketing Committee
- Oversight of budget lines related to all above Communication activities.
- Develop and/or update chapter's strategic Annual Communication Plan. Regularly report progress to the Board of Directors.
- Collaborate with other Board members and Chapter Administrator to communicate both chapter and MPI Global initiatives to members.
 - Oversee policies and procedures outlining Chapter Administrator's delivery of chapter communications.
- Ensure chapter programs, activities and accomplishments are highlighted through all forms of chapter communications and market them beyond the chapter.
- Find new ways to enhance our chapter communications, increasing impressions, viewership, social media followers and extending our communications reach across the industry and local channels.
- Track effectiveness of Communications Plan, including website, email and social media metrics.
- Make strategic decisions in regards to chapter communications.
- Coach and advise other members of the Board of Directors on communications and marketing issues.
- Create objectives related to Communications to support the chapter's Strategic Business Plan.
- Educate Communications Department Committee Chairs with processes, procedures and tools to achieve committee objectives.
- The VP of Communications will serve on the Board's Executive Committee.
- Keep current with industry standards, new trends and ideas for communication and marketing techniques and advances that could benefit the chapter.