

Vice President of Communications

Roles:

- Strategic Planning: work with the board to create and execute a strategic and business plan
- Create goals and objectives for the board and committees
- Advise, support and develop board of directors in executing initiatives
- Assist in chapter budget development Mediate discussions and create consensus within the board
- Communicate with members regarding all international initiatives and objectives
- Target future leaders within existing board, committees and membership
- Oversee the website, e-mail communications, marketing, public relations, registration, and social media
- Ensure chapter programs, activities and accomplishments are highlighted through all forms of chapter communications, as well as marketing them outside MPIWSC
- Act as support/mentor to Chair people and committee members
- Serve as the liaison to the board and communications related projects
- Provide high level recommendations
- Make strategic decisions in regard to chapter communications
- Manage the progress of your team towards their goals

Skills and Experience Required:

- Prior experience on the BOD and/or experience in communications and marketing
- Ability to think strategically and lead the Chairs

Reports to: President

Specific Responsibilities:

- Ensuring committee members are receiving communications requests and communicating them to the chapter
- Find new ways to enhance our chapter communications, increasing the viewership, social media followers and extending our communications reach across the industry and local channels