



Detailed Position Descriptions - BOARD OFFICERS

All Officers and Directors are voting members of the Board of Directors

Office of the President

Time Commitment: This is a three (3) -term commitment to fulfill one (1) term in each position.

President: Serves as chairman of the Board of Directors and of the Executive Committee; serves as an ex-officio member on all program Committees; directs the general business of the Chapter; directs the Chapter strategic planning and production of the annual plan; manages the Chapter administration; and serves as official liaison to the MPI Global organization and other groups and entities associated with the Chapter.

- Focus on current term
- Direct support to select committee leads as liaison to OTP / divided among OTP
- New member onboarding welcome
- Serves as voting member of Board of Directors

President Elect: Assume the duties and president at all meetings in the absence of the President; serves as direct support to the President; assists in strategic planning and production of the annual plan; provides guidance and advice to the Vice Presidents in the performance of their duties; assists with the management of Chapter administration; directs the transition of outgoing and incoming Board members; oversees Chapter Grant application process; acts as the Chapter's Foundation Liaison and serves as an official representative of the Chapter as assigned.

- Focus on the coming term and long-term strategy by learning from the current and past terms
- Manage parking lot ideas. Work with committees to bring items to future board meetings and/or planning strategies
- Direct support to select committee leads as liaison to OTP / divided among OTP
- Volunteer onboarding welcome process
- Oversees as direct liaison to Chair of Prof Development
- Serves as voting member of Board of Directors

Immediate Past President: Serves as the chair of the Nominations Committee; directs the annual nominations process and membership vote for the Slate of Officers and Directors; assists the President with special projects as assigned; and serves as an official representative of the Chapter as assigned.

- Focus on industry ambassadorship and other chapter liaison / other industry chapter relationships
- Direct support to select committee leads as liaison to OTP / divided among OTP
- Manages Volunteer & Sponsor appreciation process
- Serves as voting member of Board of Directors

VP, Communications

(Reports to Office of the President)

Specific Responsibilities

- Serves as voting member of Board of Directors.

- Oversees Communications Team; acts as coach, advisor, and counselor to assigned committees.
- Conducts Communications Team meetings bi-monthly via conference call and /or email to discuss current projects and deadlines, update team, delegate responsibilities, and assist committee members with challenges.
- Develops strategies to improve, enhance and establish MPIOC Communications as needed.
- Oversees event marketing, online publications, online advertising, public relations, community outreach, and advocacy efforts of the chapter, including:
 - Overall MPIOC Chapter Communications Calendar
 - Event Marketing – MPIOC.com and Cvent event builds, dedicated event emails, and social media promotion.
 - Publications - Quarterly Newsletter, Bi-Monthly At-A-Glance
 - Social Media (planned static postings and onsite event reporting)
 - MPIOC.com Website updates
 - Video Production (pre-event promotion and onsite event reporting)
 - Public Relations – Media Relations, Press Releases, My MPI Story
 - SPA Fulfillment – liaises with SPA (Strategic Partner Alliance)
 - Advertising – *Orange County Business Journal* ad program, MPIOC Newsletter Ads, MPIOC.com Website Ads
 - Consistency of Graphic Design to support all online and event communications
- Communicates strategic issues relating to communications/technology to Board of Directors.
- Approves all bills of the committees within the Communications category and forward appropriate paperwork to the VP of Finance.
- Conducts transition meeting with successor.
- Attend (2) board retreats annually, typically two days each, including one weekend day.
- Participate in senior leadership conference calls and meetings.
- Submits monthly department report and agenda items for Board of Directors meetings in advance of meetings.
- Recruits volunteers for MarComm
- Attends monthly board meetings, chapter events and committee meetings.
- Must be a current MPI Orange County Chapter member.

Monthly Time Commitment: 20 hours per month

Director, PR & Social Media

(Reports to VP, Communications)

Specific Responsibilities

- Serves as voting member of Board of Directors.
- Oversees Quarterly E-newsletter, My MPI Story, non-Cvent related Emails, oversees social media channels & acts as PR Liaison with other chapters. Recruits and manages Public Relations /Communication committees; acts as coach, advisor, and counselor to assigned committees.
- Responsible for reaching out and inviting local and industry media to chapter events for coverage
- Manages MPIOC Global Event Calendar
- Conducts transition meeting with successor.
- Attend (2) board retreats annually, typically two days each (including one weekend day).
- Participate in senior leadership conference calls and meetings, as appropriate.
- Contribute information for the monthly department report and agenda items for Board of Directors meetings in advance of meetings.

- Attends monthly board meetings, chapter events and committee meetings.
- Must be a current MPI Orange County Chapter member.

Monthly Time Commitment: 15 hours per month

Director, Marketing

(Reports to VP, Communications)

Specific Responsibilities

- Serves as voting member of Board of Directors.
- Oversees, Website, Electronic event promotions, and Advertising. Recruits and manages committees; acts as coach, advisor, and counselor to assigned committees.
- Manages MPIOC Brand including Graphic design for Cvent, Social Media, Bi-Monthly at a Glance, Event posters, Advertising, digital emails and banners, Website, EdCon marketing materials as needed.
- Conducts transition meeting with successor.
- SPA Fulfillment via Social Media
- Attend (2) board retreats annually, typically two days each (including one weekend day).
- Participate in senior leadership conference calls and meetings, as appropriate.
- Contribute information for the monthly department report and agenda items for Board of Directors meetings in advance of meetings.
- Attends monthly board meetings, chapter events and committee meetings.
- Must be a current MPI Orange County Chapter member.

Monthly Time Commitment: 20 hours per month

VP, Education

(Reports to Office of the President)

Specific Responsibilities

- Serves as voting member of Board of Directors.
- Oversee Education Team; acts as coach, advisor, and counselor to assigned committees.
- Manage the performance of the team effort to the expectations established in the annual business plan.
- Develop and implement/maintain strategies to improve, enhance and establish education events.
- Develop & oversee specifics to manage each event by
 - Logistics
 - Venue Selection
 - Manage supplier partnerships
 - Sponsorship & SPA Fulfillment – liaises with SPA (Strategic Partner Alliance)
 - Marketing
 - Speaker selection, content creation
 - Financial fulfillment (paying sponsors and speakers)
- Online Registration – liaises with Finance and Communications on Cvent build, sponsorship fulfillment, marketing, and theme of events.
- Participate in senior leadership conference calls and meetings
- Attend all chapter education events
- Conduct transition meeting with successor.
- Attend (2) board retreats annually, typically two days each (including one weekend day).
- Submits monthly department report and agenda items for Board of Directors meetings in advance of meetings.
- Attends monthly board meetings, chapter events and committee meetings.
- Must be a current MPI Orange County Chapter member.

Time commitment: 20 hours a month

Director, Education Events

(Reports to VP, Education)

Specific Responsibilities

- Serves as voting member of Board of Directors.
- Oversee Education Events & SIPS Events
- Oversee Education Event committees
 - Logistics
 - Venue Selection
 - Manage supplier partnerships
 - Sponsorship
 - Marketing
 - Speaker selection, content creation
 - Financial fulfillment (paying sponsors and speakers)
- Online Registration – liaises with Finance and Communications on Cvent build, sponsorship fulfillment, marketing, and theme of events.
- Attend all chapter education events
- Conduct transition meeting with successor.
- Attend (2) board retreats annually, typically two days each (including one weekend day).
- Contribute information for the monthly department report and agenda items for Board of Directors meetings in advance of meetings.
- Attends monthly board meetings, chapter events and committee meetings.
- Must be a current MPI Orange County Chapter member.

Time commitment: 15 hours a month

Director of EdCon & Summit (reports to VP of Education)

**EdCon is a joint collaboration with San Diego and duties below will involve working with both chapters. Summit will be an OC only chapter event.

1. Oversees MPIOC EdCon responsibilities and/or MPIOC Summit
2. Develops, recruits, and identifies volunteers needed for EdCon/Summit based on event goals (sponsorship, entertainment, decor, vendor management, venue management, content, speakers, hosted buyer program and expo)
3. Communicates regularly with partners and committees via phone and email to keep up to date with event responsibilities
4. Leads team and holds committee members accountable
5. Schedules conference calls and meetings with full committee and board directors to update team and delegate responsibilities
6. Liaises between venue and all partners who will be contributing to events
7. Creates run of show timeline and shares with all parties involved (venues, suppliers, speakers, board)
8. Identify challenges and areas of opportunities during planning and communicates to Directors for discussion and solutions
9. Be available for week of setup and execution of event
10. Identify strengths of committee members or be open to training committee members in duties they are not familiar with
11. Identifies potential leadership for the future

12. Works with communication on developing marketing plan 6-8 months prior to event
13. Works with SPA (Strategic Partner Alliance) on sponsorships
14. Documents challenges and lessons learned for successor (Post event report)
15. Ensures all invoices and financial obligations are seen through completion

Monthly Time commitment: 2-4 hours per week FYI this will be less time at the beginning and become more closer to event date.

Week of event commitment: 15-25 hours (includes onsite at event)

VP, Finance

(Reports to Office of the President)

Specific Responsibilities

- Serves as voting member of Board of Directors.
- Direct and manage the Finance team and the assigned director positions - Director of Supplier Partnerships and Director of Special Events; acts as coach, advisor, and counselor to assigned committees.
- Manage the performance of the team effort to the expectations established in the annual business plan.
- Approves all bills/expenses for chapter activities and signs checks.
- Oversee Chapter financial planning, budgeting and reporting at monthly board meetings.
- Manage chapter financial accounts, fiscal stability and viability
- Oversee the Supplier Partnership program
- Oversee chapter special events
- Online Registration – liaises with Education and Communications teams on Cvent build, sponsorship fulfilment, marketing, and theme of events
- Oversee and promote advertising opportunities
- Oversee chapter relationships and sponsorships with Tourism and Visitors Bureaus
- Participate in senior leadership conference calls and meetings
- Attend all chapter special (networking/fundraising) events
- Conduct transition meeting with successor.
- Attend (2) board retreats annually, typically two days each (including one weekend day).
- Submits monthly department report and agenda items for Board of Directors meetings in advance of meetings.
- Attend monthly board meetings, chapter events and committee meetings.
- Must be a current MPI Orange County Chapter member.

Time commitment: 20 hours a month

Director – Supplier Partnerships

Report to the VP – Finance

- Serves as voting member of Board of Directors.
- Manage Supplier Partnership program which includes development, promotion and marketing of sponsorship opportunities, acquisition of commitments and administration of sponsorship contracts
- Manage sponsor benefit accrual and fulfillment
- Collaborate with other teams regarding sponsorship opportunities and benefit details

- Assist in procuring silent auction items throughout the year for the annual fundraiser and holiday event
- Conduct transition meeting with successor.
- Attend (2) board retreats annually, typically two days each (including one weekend day).
- Contribute information for the monthly department report and agenda items for Board of Directors meetings in advance of meetings.
- Attend monthly board meetings, chapter events and committee meetings.
- Must be a current MPI Orange County Chapter member.

Time commitment: 15 hours a month

Director – Special Events

Specific Responsibilities

- Serves as voting member of Board of Directors.
- Develop strategies to establish special events
 - Summer Social
 - Holiday Event
 - Spring Social/Fundraiser
 - Awards & Installation
 - Volunteer Reception (in conjunction with Membership)
- Develop & oversee specifics to manage each special event by
 - Logistics
 - Venue Selection
 - Manage supplier partnerships
 - Fundraising (from existing and list of partners)
 - Marketing
 - Financial fulfillment (paying sponsors, and collecting fundraising)
- Assist in procuring silent auction items throughout the year for the Spring Social / fundraiser and holiday event
- Online Registration – liaises with Communications on Cvent build, sponsorship fulfillment, marketing, and theme of events
- Conduct transition meeting with successor.
- Attend (2) board retreats annually, typically two days each (including one weekend day).
- Contribute information for the monthly department report and agenda items for Board of Directors meetings in advance of meetings.
- Attend monthly board meetings, chapter events and committee meetings.
- Must be a current MPI Orange County Chapter member.

Time commitment: 15 hours a month

VP, Membership

(Reports to Office of the President)

Specific Responsibilities

- Serves as voting member of Board of Directors.
- Oversee Membership Team; acts as coach, advisor, and counselor to assigned committees.
- Oversee, develop and implement/maintain strategies to improve member growth through recruitment and retention
- Oversee Mix Max Mingle Event
- Oversee Mix Max Mingle portion of Summer Social Event

- Online Registration – liaises with Communications on Cvent build, sponsorship fulfilment, marketing, and theme of events
- Participate in senior leadership conference calls and meetings
- Host MPIOC Café (event to welcome new and seasoned members to share time with the board of directors prior to, or after Education and Special Events)
- Conduct transition meeting with successor.
- Attend (2) board retreats annually, typically two days each (including one weekend day).
- Submits monthly department report and agenda items for Board of Directors meetings in advance of meetings.
- Attend monthly board meetings, chapter events and committee meetings.
- Must be a current MPI Orange County Chapter member.

Time commitment: 20 hours a month

Director – Recruitment

(Reports to VP, Membership)

Specific Responsibilities

- Serves as voting member of Board of Directors.
- Oversee Recruitment committee.
- Assist in development/maintenance of strategies to improve member growth through recruitment.
- Ensures distribution of relevant contact lists for committee assignments
- Recruit non-members who have attended monthly educational events and/or special events to become members.
- Introduce MPIOC benefits to Hotel sales staff and meeting planners within the reach of MPIOC.
- Participate in senior leadership conference calls and meetings as needed
- Conduct transition meeting with successor.
- Attend (2) board retreats annually, typically two days each (including one weekend day).
- Contribute information for the monthly department report and agenda items for Board of Directors meetings in advance of meetings.
- Attend monthly board meetings, chapter events and committee meetings.
- Must be a current MPI Orange County Chapter member.

Time commitment: 15 hours a month

Director – Retention

(Reports to VP, Membership)

Specific Responsibilities

- Serves as voting member of Board of Directors.
- Oversee Retention committee
- Assist in development/maintenance of strategies to improve member growth through retention
- Ensures distribution of relevant contact lists for committee assignments
- Initiate Onboarding from Executive Team, including welcome message from Office of the President
- Oversee committee to make welcome calls to new and existing members to identify why they have become or are members.
 - Share findings with the board of directors
- Participate in senior leadership conference calls and meetings as needed
- Conduct transition meeting with successor.
- Attend (2) board retreats annually, typically two days each (including one weekend day).

- Contribute information for the monthly department report and agenda items for Board of Directors meetings in advance of meetings.
- Attend monthly board meetings, chapter events and committee meetings.
- Must be a current MPI Orange County Chapter member.

Time commitment: 15 hours a month