

Detailed Position Descriptions - BOARD OFFICERS

FOR ALL POSITIONS:

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

All Officers and Directors must:

- Be a current MPI Orange County Chapter member.
- Attend (2) board retreats annually, typically two days each (including one weekend day).
- Attend monthly board meetings, Chapter events and committee meetings.
- Contribute information for the monthly department report and agenda items for Board of Directors meetings in advance of meetings.
- Participate in senior leadership conference calls and meetings, as appropriate.
- Conduct transition meeting with successor.

Office of the President (“OTP”)

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

Monthly Time Commitment: 20 hours per month.

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 is on current term.
- Direct support to select committee leads as liaison to OTP / divided among OTP.
- New member onboarding welcome.

President Elect: Assumes 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 Professional Development.

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
- Oversees Volunteer & Sponsor appreciation process

VP, Communications

(Reports to Office of the President)

Specific Responsibilities

- 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.
 - Consistency of Graphic Design to support the MPI global brand across all online and event communications.
 - 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.
 - SPA Fulfillment – liaises with SPA (Strategic Partner Alliance).
 - Video Production (pre-event promotion and onsite event reporting).
 - Public Relations – Media Relations, Press Releases, My MPI Story.
 - Advertising – *Orange County Business Journal* ad program, MPIOC Newsletter Ads, MPIOC.com Website Ads.
- 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.

Monthly Time Commitment: 20 hours per month

Director, Marketing

(Reports to VP, Communications)

Specific Responsibilities

- 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.

Monthly Time Commitment: 20 hours per month

Director, PR & Social Media
(Reports to VP, Communications)

Specific Responsibilities

- 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 Social Media and Public Relations committee chairs and members; 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, or appoints a manager for, the MPIOC Global Event Calendar.

Monthly Time Commitment: 15 hours per month

VP, Education
(Reports to Office of the President)

Specific Responsibilities

- Oversees Education Team; acts as coach, advisor, and counselor to assigned committees.
- Manages the performance of the team effort to the expectations established in the annual business plan.
- Develops and implements/maintains strategies to improve, enhance and establish education events, including Monthly Educational Events, SIPS events, and annual EdCon events.
- Insures that each educational event fulfills at least domain in fulfillment of the Events Industry Council CMP Continuing Education program..
- Develops & oversees 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 registration site build, sponsorship fulfillment, marketing, and theme of events.

Monthly Time Commitment: 20 hours per month

Director, Education Events
(Reports to VP, Education)

Specific Responsibilities

- Oversees Education Events & SIPS Events
- Develops & oversees specifics to manage each educational 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)
- Designs each educational event to fulfill at least domain in fulfillment of the Events Industry Council CMP Continuing Education program; submits each event to EIC for credit.
- Online Registration – liaises with Finance and Communications on Cvent registration site build, sponsorship fulfillment, marketing, and theme of events.

Time commitment: 15 hours a month

VP, Finance

(Reports to Office of the President)

Specific Responsibilities

- Directs and manages 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.
- Manages 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.
- Oversees Chapter financial planning, budgeting and reporting at monthly board meetings.
- Manages Chapter financial accounts, fiscal stability and viability
- Oversees the Supplier Partnership program
- Oversees Chapter Special Events
- Oversees and promote advertising opportunities
- Oversees Chapter relationships and sponsorships with tourism and visitor bureaus

Monthly Time Commitment: 20 hours per month

Director, Supplier Partnerships (“SPA”)

Reports to the VP, Finance

Specific Responsibilities

- Manages Supplier Partnership program which includes development, promotion and marketing of sponsorship opportunities, acquisition of commitments and administration of sponsorship contracts
- Manages sponsor benefit accrual and fulfillment
- Collaborates with other teams regarding sponsorship opportunities and benefit details
- Assists in procuring silent auction items throughout the year for the annual fundraiser and holiday event
- Online Registration – liaises with Education and Communications teams on Cvent registration site build, sponsorship fulfillment, marketing, and theme of events

Monthly Time Commitment: 20 hours per month

Director, Special Events
Reports to the VP, Finance

Specific Responsibilities

- Develops strategies to establish special events
 - Summer Social
 - Holiday Event
 - Spring Social/Fundraiser
 - Awards & Installation “A&I” (with guidance from the incoming president)
 - Volunteer Reception (in conjunction with Membership & associated with A&I)
- Develops & oversees 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 registration site build, sponsorship fulfillment, marketing, and theme of events

Time commitment: 15 hours a month

VP, Membership
(Reports to Office of the President)

Specific Responsibilities

- 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 Finance and Communications on Cvent registration site build, sponsorship fulfillment, marketing, and theme of events.
- Host MPIOC Connection Café (event to welcome new and seasoned members to share time with the board of directors prior to, or after Education and Special Events)

Time commitment: 20 hours a month

Director, Recruitment
(Reports to VP, Membership)

Specific Responsibilities

- 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.

Time commitment: 15 hours a month

Director, Retention

(Reports to VP, Membership)

Specific Responsibilities

- 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

Time commitment: 15 hours a month