Executive Committee - Vice President of Communications

Leadership Expectations

<table>
<thead>
<tr>
<th>Management</th>
<th>Leadership Skills</th>
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<td>● Strategic Planning: work with the board to create and execute a 3-Year Strategic and Annual Business Plan</td>
<td>● Facilitation</td>
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<td>● Advise, support and develop board of directors in executing initiatives</td>
<td>● Collaboration</td>
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<td>● Assist in chapter budget development</td>
<td>● Delegation</td>
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<td>● Target future leaders within existing board, committees and membership</td>
<td>● Mentoring</td>
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<td>● Transition with incoming VP of Communications</td>
<td>● Coaching</td>
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Job Description

Term: One year or as determined by the Board of Directors and Chapter bylaws (July 1 - June 30)

Helpful Skills:
● Delegation, Deadline driven, Strong proofreader, General understanding of communications tools and technology (i.e. Websites, social media sites, blogs).

Eligibility:
● Member in good standing
● Knowledge of the activities/affairs of the Greater Edmonton Chapter
● Willing to give the time, energy, talents and enthusiasm required of the position
● Previous service on Board of Directors, preferably in a communications capacity

Overall Responsibilities:
● Serve as voting member of Board of Directors
● Member of Executive Committee
● Act as coach, advisor and counselor to assigned committees
● Report on the strategies, successes and challenges of assigned committees to Board of Directors
● 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
● Perform any other duties as assigned by the President and/or Board of Directors
● Cultivate volunteer opportunities and encourage participation

MPI Greater Edmonton Chapter - Revised January 2020
Specific Responsibilities:

- Manage the publications, marketing, advertising, public relations, community outreach and advocacy efforts of the chapter, including:
  - Marketing - Website/technology, Job Bank
  - Publications - Newsletter, Directory
  - Public Relations - Media Relations, Press Releases
  - Advertising - Newsletter Ads, Website Ads
  - Community Outreach - Philanthropic Activities

- Ensure Chapter programs, activities and accomplishments are highlighted on an International level by communicating with MPI Public Relations and Marketing Departments

- Communicate strategic issues relating to communications/technology to Board of Directors

- Research current communications/technology trends and topics pertinent to the meetings industry and report findings to Board of Directors

- Approve all bills of the committees within the Communications category and forward appropriate paperwork to the Vice President of Finance

Reporting Structure:

- Reports to: President
- Direct Reports: Director - Communications

Commitment:

- Regular attendance at monthly events, Chapter activities and functions;
- Regular attendance at Board meetings and Executive Committee meetings
- Attendance at Board retreats (2 times per year)
- Attendance at Chapter Business Summit, as directed by President