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## **Position: VP of Communications & Marketing**

### *Term:*

1 year (July 1 – June 30)

### *Experience Level:*

Intermediate

### *Commitment Level:*

Significant (20+ hours per month)

### *Overall Objective / Role:*

Ensure relevant chapter information is disseminated to the membership and build awareness of the chapter and the association within the meetings industry and the Calgary business community at large

### *Reporting Structure:*

- Reports to: Office of the President
- Direct Reports: VP Membership may structure the portfolio and delegate specific responsibilities and tasks listed below as he/she sees fit. Recommended positions are
  - Director of Digital Publications
  - Director of Social Media
  - Website Chair
  - Social Media Ambassador

### *Eligibility:*

- Membership in good standing
- Knowledgeable of the activities/affairs of the chapter
- Willingness to give the time, energy, talents and enthusiasm required of the position

### *General Responsibilities:*

- Act as coach, advisor and counselor to assigned committees
- Support and defend policies and programs adopted by the Board of Directors
- Responsible for ensuring the fiscal responsibility of the committee(s) to which position is assigned.
  - Approve all bills of assigned committees and forward appropriate paperwork to the Vice President of Finance
- Conduct transition meeting with successor
- Perform any other duties as assigned by the Board
- Report on the strategies, successes and challenges of assigned committees to Board of Directors

*Last revision: May 2017*



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- Provide direction and leadership to maintain and increase MPI membership
- Attend monthly board meetings, chapter events and committee meetings
- Submit budget needs for the following fiscal year
- Submit agenda items for Board of Directors meetings in advance of meetings
- Communicate strategic issues to Board of Directors
- Research current trends and topics pertinent to the meetings industry and report findings to Board of Directors
- Meet or exceed the chapter retention goal for the year, based on the chapter matrix
- Develop strategies to increase revenue and in-kind support for the Chapter
- Provide hospitality at Chapter functions by welcoming attendees

*Specific Responsibilities:*

- Manage the publications, marketing, advertising, and public relations efforts of the chapter, including:
  - Marketing
  - Publications
  - Public Relations - Media Relations, Press Releases
  - Advertising
- Ensure Chapter programs, activities and accomplishments are highlighted on an International level by communicating with MPI Public Relations and Marketing Departments
- Coordinate all details of publishing and distributing monthly newsletter and regular email campaigns, any other Chapter publications to membership
- Develop and enforce editorial calendar for all publications and solicit submissions
- Sell and manage submissions for newsletter ads, website ads, job postings, etc.
- Facilitate production, writing, proofreading and design of Chapter printed materials to ensure professional appearance and consistent “look” of the Association brand
- Appoint Chapter photographer and coordinate placement of photos into Chapter publications
- Liaise with directors to ensure promotion of Chapter activities
- Provide an open channel of communications between committees to facilitate flow of information to newsletter editor
- Perform annual review of Chapter publications to ensure efficacy as Chapter communications tools
- Maintain website, job postings and banner ads and social media updates
- Manage the calendar of Marketing timelines to ensure e-blasts (and follow-up) are sent out in a timely manner for all Education Events
- Communicate with Finance on invoicing for any paid advertising or job postings

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- Manage and coordinate with chapter photographer
- Upload and launch e-blasts to members
- Develop and maintain media contacts and relationships and generate editorial
- Communicate with Education to ensure promotion of programs
- Write copy (or edit copy prepared by Education) for each event and post to website / send out in publications
- Work with membership and administration to build/maintain database of non-members to increase our reach

*Time commitment:*

In addition to portfolio and committee work (specific responsibilities), the following are expected of this position:

- Regular attendance at monthly programs and official chapter activities and functions
- Regular attendance at Board meetings, per chapter bylaws and policies
- Attendance at two Board retreats (up to two days each)
- Potential attendance at Chapter Leaders Forum held in conjunction with World Education Conference (WEC)
- Potential attendance at Chapter Business Summit (March-April)

*Benefits of serving on the board:*

1. Expand your network
2. Meet people who are passionate about the event industry
3. Develop your leadership skills
4. Mentor colleagues and help people reach their full potential
5. Serve MPI in one of the most important committees
6. Boost your resume
7. Potential attendance at leadership retreats and conferences
8. Have lots of fun