

## CHAPTER LEADER JOB DESCRIPTION

### Director Communications

#### **Job Description**

*Term:* One year or as determined by the Board of Directors and Chapter bylaws.

*Reports to:* VP Communications

#### *Helpful Skills:*

- Delegation, Motivational, Deadline driven, Strong proofreader, General understanding of communications tools and technology (i.e. Websites, social medial sites, constant contact, blogs).

#### *Eligibility:*

- Member in good standing
- 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
- 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
- Responsible for chapter communication programs

#### *Specific Responsibilities:*

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

#### *Commitment:*

- Regular attendance at monthly meetings and calls
- Attendance at all official chapter activities and functions
- Potential attendance at Chapter Business Summit, as directed by President
- Representing MPI at all industry events

**More specific for Belgian Chapter**

- Assisting VP Communications with creating and managing the chapter communication plan
- Ensure smooth communication about chapter activities on all media channels (website, social media)
- Producing the newsletter content and/or looking for contributors
- Managing the database and working the ways to increase the audience
- Serving as a connector between the MPI HQ and chapter and passing MPI HQ the information to Chapter network (announcements, invitations, etc)
- Contributing to the increase of the Chapter visibility in Belgium and Luxembourg

*Commitment:*

- Regular attendance at monthly meetings and Board meetings and retreats
- Attendance at all official chapter activities and functions
- Potential attendance at Chapter Business Summit, as directed by President

*Location:* Remote

*Compensation:* This is a volunteering leadership position

**How to apply:** Please send a short cover letter to Elina Jutelyté [president@mpi-belgium.be](mailto:president@mpi-belgium.be), in case of any questions, please do not hesitate to call + 32 489 218 534