

As of 6/1/2021

Position Title: VP Media and Marketing

POSITION SUMMARY

The Vice President of Media and Marketing manages all social media communications with potential and existing members to increase member participation in the chapter to help promote interaction and collaboration among members. Additionally, in collaboration with the VP of Communications, oversees activities related to the marketing of chapter events and initiatives.

TIME COMMITMENT

TERM: 2 Year ESTIMATED TIME REQUIREMENTS PER MONTH

- Implement the Social Media plan: 2 hours
- Attending board meetings: 1.5 hours
- Attending monthly chapter meetings: 3 hours, if available
- Communicating with the ATD national administrative office and/or other board members about questions and/or issues: 2 hours

Yearly:

- Attend 2 Board Retreats each year; January and July: 1 day and ½ day respectively
- Optional attendance at the [ATD National Chapter Leaders Conference](#) : 2 days

VALUE/BENEFITS

PERSONAL AND PROFESSIONAL

- Networking with other Talent Development professionals locally and internationally
- Discounted [ATD National Professional Plus Membership](#)
- Continuous learning
- Earn points towards ATD certifications.
- Leadership role in a professional organization
- Volunteering
- Invitation, Free Registration, and stipend for hotel & travel to [ATD National Chapter Leaders Conference](#)

- Preferred seating at the [ATD International Conference](#) & Invitation to “Chapter Leadership Day” held during the International Conference

RESPONSIBILITIES

OPERATIONS

- Develops and implements a Social Media plan to engage and motivate an active online ATD community. Shares with the board on the PLANNING section of the [Boards Google Site](#).
- Stays up to date on social media tools and techniques and make suggestions to the board to address current or future needs.
- Moderates message boards (e.g. [LinkedIn Group](#), [Facebook Group](#), and [YouTube Channel](#)) and keeps spam and/or unwanted solicitations in check.
- Ensures that the chapter adheres to ATD branding guidelines.
- Market chapter programs (ex. Monthly professional development events, SIG’s, Workshops, etc.).
- Coordinates with VP of Communication regarding communication and marketing activities or promotions related to Membership, Programs & Events, and other offices as needed.
- Stays current with chapter strategies and operations.

Training

- Recruits and trains incoming VP of Media and Marketing
- Recruits and trains volunteers to support media and marketing functions

BOARD ROLE

- Serves as a subject-matter expert advising the chapter board on the use of social media in support of its’ mission
- Supports and promotes CARE, and the strategic goals and action plans of the chapter
- Provide the board updates on the Social Media plan.
- Advise Board of social media trends and strategies.
- Quarterly (Jan, April, July, Sept) using the roles Google Analysts account create reports to share with board and sponsors and upload to Board Google Site in the “[Documents to Share – Google Analytics Reports](#)” folder.
- Attends and participates in monthly board meetings, chapter meetings, ATD International Chapter Leader Webinars; if available attends ATD International Conference and ATD Chapter Leaders Conference (ALC).
- Participates in other chapter events, committee meetings and workshops as available.

- Represents chapter professionally and ethically in all business functions/organizational activities.

QUALIFICATIONS

- High degree of familiarity with the internet & social networking tools.
- Ability to teach, guide and encourage others about the best practices in social media.
- In-depth familiarity with online community best practices, and experience interacting in a variety of online contexts.
- Experience blogging and utilizing social networking technology (advance coding skills not required)
- Effective verbal communication, leadership, diplomacy, personal interaction, problem-solving and meeting management.
- Ability to plan, organize and execute activities as required by the position.
- Ability to seek others out as volunteers.
- Time available to fully participate in chapter and board meetings.
- Member of ATD International and ATD-RTA member in good standing.

ATD RESOURCES

[ATD RTA Board Google Site](#)

[Chapter Relations Manager \(CRM\)](#)

[National Advisors for Chapters \(NAC\)](#)

[Chapter Affiliation Requirements \(CARE\)](#)

[Sharing Our Success \(SOS\)](#)

[Chapter Leader Community \(CLC\)](#)

[Leadership Connection Newsletter \(LCN\)](#)

[Toolkits](#)

[Chapter Leader Webcasts](#)