

{ LEADERSHIP }

Sample: Executive Director Job Description

BOARD IN A BOX PRINCIPLE

- ✓ Invest in professional support.

SAMPLE I

Executive Coordinator Job Description

Objective

The role of the Executive Coordinator is first and foremost to aid the Chapter in its mission to educate, support, and enhance the performance of local marketing professionals.

This will be accomplished by providing consistent communication for the Board of Directors and the general membership in order to increase attendance at events, increase membership, keep a professional image, and stay within the established budgets as set forth by the Board of Directors.

This position is not designed to take the place of volunteers' responsibilities.

Time Commitment & Reporting

It is estimated the position will require a commitment of approximately 80 hours a month.

This position reports to the President of the Chapter.

Executive Coordinator Duties

General

- Coordinate logistics for and attend monthly Board of Directors meetings.
- Provide guidance and assistance to Board members as Board of Directors' positions transition and change each year.
- Provide historical data and institutional knowledge to Board as needed.
- Help identify and recruit members and volunteers at events.

Finance

- Work with Treasurer and CPA firm to maintain financial records.
- Maintain chapter checkbook and QuickBooks, process payments, make deposits, and prepare invoices as needed.
- Provide a consistent point of contact for Accounts Payable (A/P) and Accounts Receivable (A/R).
- Work with the Finance Committee to provide reports on fee-based programs revenue and expenses.
- Provide assistance and guidance with annual budget preparation.

Membership

- Provide a single point of contact for members, channeling requests to the appropriate committees.
- Provide customer service and support to the membership, event attendees, vendors, customers, sponsors, and other colleagues in a professional and courteous fashion.

{ LEADERSHIP }

Sample: Executive Director Job Description

Programs

- Organize and coordinate registration for all revenue generating events, including luncheons, Special Interest Groups, Meet & Greets and Special Events where monies are exchanged.
- Manage volunteer check in team (pull preregistration list from the website, assign team member to handle registration, etc.).
- Work with event directors to complete event summary reports for all events in a timely manner – preparing dashboards for each board meeting.
- Arrange for chapter materials (brochures, membership applications, banners, etc.) to be present at every event.

Administrative

- Manage chapter assets and records, including maintaining general location for chapter resources, records, and files, and keeping current equipment and software necessary to perform the job.
- Manage the email, website accounts, voicemail and telephone.
- Manage database of members, event attendees, sponsors and prospects.
- Maintain adequate inventory and supplies.
- Provide a monthly report to Chapter President, including activities and monthly summary of hours.
- Check PO Box regularly.
- Manage safe deposit box.
- Make updates to the chapter website (as a backup resource).
- Other duties as assigned.

Qualifications

The Executive Coordinator is expected to attend most chapter meetings and revenue-generating events.

The Executive Coordinator must demonstrate:

- Working knowledge of the marketing profession and understanding of basic marketing principles.
- Understanding of QuickBooks accounting software and bookkeeping processes.
- Proficiency in MS Office applications (Word, Excel and PowerPoint).
- Good organization and time management skills.
- Good presentation and writing skills.

The following qualifications are preferred:

- Previous association management experience.
- Previous experience working with a volunteer board.
- Current member of the AMA.
- Database management skills.

{ LEADERSHIP }

Sample: Executive Director Job Description

SAMPLE II

Executive Director – Paid Position

Position Description:

Reporting directly to the President of the Chapter, the Executive Director is responsible for supporting chapter day-to-day administration and managing event operations and logistics for the Chapter. The role is the key support role for the President to uphold the vision and purpose of the Chapter.

Responsibilities:

- Develops standardized templates and checklists to assist functional Chairs in achieving results
- Serves as a back-up for Chair roles during transition when needed.
- Retains files of all Chapter documents and submits required documentation, such as meeting minutes and financial reports, to AMA per the AMA schedule.
- Prepares minutes of monthly Board of Director meetings and specified special meetings as directed and distributes within a timely manner (no more than one week after the above mentioned meetings).
- Partners with President to distribute monthly board update that includes progress reports from Board Chairs for monthly dashboard report outs.
- Support Programming Committee with event content follow up and event logistics such as signage, food and beverage arrangements, and event handouts and
- Manage the event welcome table.
- Establishes and maintains relationships with third-party providers, event location contacts, etc.
- Retains all Chapter equipment and assets (projector, name badges, signage, etc.)

Skills & Qualifications:

- 2 – 5 years of experience working in marketing, public relations and event planning.
- Excellent written, verbal and presentation skills.
- Ability to collaborate with all levels in the organization -- from board of directors to functional area managers and volunteer teams.
- Able to mentor support teams when needed to ensure smooth running of an event or activity.
- Strong organizational and project management skills.
- Good follow-up and attention to detail skills.