

Rocky Mountain Roundup

Co-Chair Position Description

Role Type: Chair

Reports to: Chair

Works Closely With: Marketing, Treasurer, Volunteer Coordinator, Programming, Registration, Outreach, and all other Committee Leads

Position Summary

The Co-Chair serves as a key leadership partner to the Chair, helping guide the Committee and ensuring consistent progress toward the Roundup's goals. The Co-Chair provides operational support, steps in when the Chair is unavailable, and collaborates with the Marketing Director to shape and execute a cohesive marketing and communications plan for the event. This role supports Committee coordination, helps maintain alignment with AA principles, and plays a major part in keeping planning organized and moving forward.

Key Responsibilities

Leadership & Oversight

- Assist the Chair in providing overall direction and leadership for the Roundup.
- Step in to facilitate meetings or decision-making when the Chair is absent.

Marketing & Communications

- Partner with the Marketing Director to develop the **annual marketing plan**, including:
 - Branding and messaging for the Roundup.
 - Social media strategy and posting cadence.
 - Email campaigns, outreach timelines, and promotional assets.
 - Coordination with Outreach and Registration teams for cohesive messaging.
- Review major marketing materials before they are published to ensure accuracy and tone.

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Operational Coordination

- Work with the Chair to maintain planning timelines, task lists, and key milestones.
- Provide support for budget oversight and ensure marketing activities follow budget guidelines.
- Assist in filling Committee roles temporarily if a vacancy occurs.

Event Execution

- Be available throughout the event for leadership coverage.
- Support real-time communication between Committee areas (registration, programming, etc.).

Qualifications

- Strong organizational and communication skills.
- Creativity or experience in marketing, event planning, or leadership (preferred).
- Ability to remain calm, resourceful, and solution-oriented.
- Commitment to AA principles and inclusive community values.

Time Commitment

- Monthly Committee meetings (increasing frequency as the event approaches).
- Regular check-ins with the Chair and Marketing Director
- Availability during the Roundup weekend for on-site leadership.

Term Length

- Typically 1 year.