

POSITION SUMMARY:

The Director of Marketing and Communication oversees activities related to communication among the chapter members at large, as well as communication with the community and other professional associations. Additionally, this position oversees activities related to the marketing of chapter initiatives.

TERM OF OFFICE: Two years

ESTIMATED MONTHLY TIME COMMITMENT:

- Preparing for and attending board meetings: 2 hours plus travel time if applicable
- Attending monthly chapter meetings and other events: 2-4 hours plus travel time
- Communicating with administrative office and other volunteers to meet goals: 2-4 hours
- Completing marketing duties and assignments as laid out below: 2-3 hours

QUALIFICATIONS:

- Recent history of volunteering with ATD Cascadia or another ATD chapter.
- Demonstrate excellent communication, writing and decision-making skills.
- Prefer candidate with experience in marketing or communications.
- Prefer candidate with website, newsletter, and social media experience.
- Time available to fully participate in chapter programs and board meetings.

RESPONSIBILITIES:

Marketing and Communications

- Ensure chapter adheres to ATD and ATD-Cascadia branding guidelines.
- Review, update, and follow chapter guidelines for communications and marketing.
- Work with the Board of Directors to promote chapter events, professional development opportunities, and special events using all communication platforms.
- Manage chapter social media accounts or work with a volunteer if one is available to support.
- Work with Business Manager and volunteer, when available, to maintain the chapter's website with current content.
- Review with the Director of Research the social media and website analytics to improve communication efforts in support of all chapter initiatives.

Board Participation

- Prepare for and attend board meetings and participate in chapter meetings and the ATD Chapter Leadership Conference (ALC), if possible.
- Provide a report on communication and marketing activities at monthly board meetings.
- Participate in the development and implementation of short-term and long-term strategic planning for the chapter.
- Represent the chapter professionally and ethically in all business functions/organizational activities.

EXPECTATIONS

- Follow Chapter bylaws, policies and procedures, and ensure CARE requirements are met.
- Work collaboratively to move forward the Chapter's mission, value, strategic plans, and goals.
- Represent the chapter professionally and ethically.
- In the event of an unforeseen personal or life event impacting your ability to perform these duties, communicate to the Executive Committee.

BENEFITS OF SERVING ON THE BOARD:

- Complimentary National Membership dues for duration of term.
- Complimentary Chapter Membership dues after first year of service on the board.
- Attend most chapter events at a free or discounted rate.
- Financial assistance to attend the annual Chapter Leaders Conference if budget allows.
- Ability to network with leaders in the Talent Development field.
- Eligibility to qualify for an Educational Partnership Certificate from National (value ~\$1,400).