

## **JOB DESCRIPTION**

# **VICE PRESIDENT, MARKETING**

**Position reports to President**

### **PURPOSE**

To support Programs and Membership with effective marketing services. To ensure maximum visibility and exposure of ASTD–OC as a professional organization in the local community; and to ensure chapter members are informed in a timely and effective manner about all chapter benefits and activities.

### **IMPACT**

Participation in chapter events as well as membership will increase as a result of a successful VP of Marketing. An increase is both in raw numbers of participants and in % of members attending events.

### **REQUIREMENTS**

- ◆ A member in good standing of the Chapter and National ASTD.
- ◆ Excellent written communication and interpersonal skills.
- ◆ Ability to delegate and hold individuals accountable. Previous experience leading a team or managing a conference or other event is desirable.
- ◆ Time commitment/responsibility (approximately 15 hours per month).
- ◆ Commitment of at least one year term (January 2015-December 2015)

### **PRIMARY DUTIES AND RESPONSIBILITIES**

- ◆ Attend and participate in monthly Board meetings and monthly chapter meetings. Participate in other chapter events as available.
- ◆ Develop and implement strategy for how ASTD-OC projects and programs will be marketed internally to members and externally to non-members.
- ◆ Lead and coach the Marketing Team (manage and help develop volunteers so they could be considered for future manager and/or Board positions).
- ◆ Review and approve all marketing materials and/or programs.
- ◆ Coordinate monthly and event-related sponsorships.
- ◆ Groom volunteers to serve as future Vice President of Marketing.

## **JOB DESCRIPTION**

### **FINANCIAL SCOPE**

- ◆ Develop and manage the Marketing budget, including assisting direct reports with budget management if needed.

### **SKILLS AND COMPETENCIES**

- ◆ Well organized, deadline-focused and able to multi-task
- ◆ Analytical and detail-oriented
- ◆ Strong computer and social media skills
- ◆ Excellent verbal and written communication skills with all levels
- ◆ Ability to delegate and hold individuals accountable
- ◆ Problem solving
- ◆ Strategic / out of the box thinking
- ◆ Strong promotion and marketing skills
- ◆ Heavy time commitment demands strong administrative and program management skills
  
- ◆ Managing and motivating teams
  
- ◆ Ability and willingness to assist in implementation of initiatives including day to day activities

### **SUPERVISES**

Marketing Team:

- ◆ Marketing Communications Manager
- ◆ E-Communications Manager
  - Social Media Specialist
  - E-News Specialist
- ◆ Outreach Manager

### **OTHER**

- ◆ Contribute on an ad-hoc basis to Chapter communications, such as
  - Chapter Blog
  - Chapter Social Media sites
- ◆ Assist project team members in enhancing their resume with the skills used during the project. Obtain assistance from the VP Talent Management, if necessary.