

Vice-President of Communications Role Description

Position Summary:

The Vice President of Communications is responsible for the Chapter's communication strategy, both internal and external, and the marketing and technology resources for the Chapter, including the Chapter's website, social media channels, newsletter, email content, and promotional items.

The Vice President (VP) of Communications will lead a committee of volunteers to assist with administrative functions and use social media to promote chapter members, events, and programs.

Time Commitment:

Term: 1 year

Estimated Time Requirements for planning and attending meetings and events

- Attending virtual board meetings: 1.30 hours monthly
- Attending committee meetings: 1.30 hours monthly
- Creating and reviewing standard operating procedures: 1 hour monthly
- Preparing communication and marketing materials: 2 hours monthly
- Promoting events on social media and Chapter website: 2 hours monthly
- Attending Chapter learning events: 2.30 hours plus travel time
- Attending geographic events/special interest events: 2 hours quarterly
- Community engagement activities: 2 hours annually

Estimated Time Requirements for training

- Transitional training with outgoing VP of Communications: 5 hours
- Attendance at annual board summit: 4 hours plus travel time
- Attendance at ATD Chapter Leaders Conference (ALC) - *(based on Chapter funding + travel time)*: 5 hours

**The time commitment is a cumulative approximation over a period of several months and includes the variation of support needed for each task. Board members may or may not exceed this threshold.*

PRINCIPAL DUTIES & RESPONSIBILITIES

- Develop the Chapter's communications strategy.
- Oversee communications functions. Recruit, train, and lead a team of Communications Ambassadors to be a part of the Communications Committee.
- Review letter templates in Wild Apricot for grammar, style, accessibility, etc.
- Create and distribute Press Releases to local newspapers and electronic media to advertise special events and Chapter awards.
- Oversee the distribution/mailing of monthly meeting announcement emails.

- Support board and Chapter functions by performing updates to Chapter web pages, publishing interface, distributing surveys, implementing QR codes with information, advertising events, online-forms and other communications mediums as appropriate.
- Act as a point of website contact and liaise with the Director of Technology to ensure the website is functioning properly.
- Research other chapter marketing materials and develop and facilitate the sourcing of new ideas and concepts to promote events.
- Ensure that the Chapter adheres to ATD branding guidelines.
- Publish and oversee the production of a quarterly Chapter newsletter; performing solicitation of general-interest articles, letters from the President, articles promoting ATD and Chapter activities, reviews of previous meetings, membership updates, tips, etc.
- Coordinate communication activities with VPs of Education, Membership, Member and Community Engagement, and Partnerships.
- Collect photos and testimonials from Chapter members and include in relevant content such as newsletters and social media.
- Promote and publish Chapter awards on website, social media and the newsletter.
- Collaborate with the VP of Membership to identify a vendor and decide which promotional items should be included in new member welcome packets and displayed at chapter functions.
- Collaborate with the VP of Membership to collect and publish names of new members quarterly.
- Collaborate with the VPs of Education, Membership, and Member and Community Engagement to add chapter and member engagement event information in Wild Apricot including date, time, type of event, description of the event, speaker bio, etc.
- Send out reminder emails about chapter events.
- Write membership solicitation materials for Chapter e-blasts, newsletters and website.
- Review national websites, track and implement membership sales (typically in March, May, August, and December). Communicate with the Vice-President of Communications to advertise membership sales and publish incentives.
- Collaborate with the VP of Membership to collect and publish Member of the Month, reviewing and updating bio for grammar and length when necessary.
- Advertise member engagement activities during Member Appreciation Month (March).
- Assist and maintain Chapter Affiliation requirements.
- Collaborate with the VPs of Member and Community Engagement, Membership and Education to avoid event scheduling overlap.
- Collaborate with the Director of Technology to resolve Wild Apricot technical issues.
- Collaborate with the VPs of Communications and Administration to set up event announcements prior to/during membership events.
- Consult with the conference planning committee when necessary.
- Create, review and update Standard Operating Procedures (SOPs) related to role.
- Schedule and lead committee meetings.
- Maintain membership in local and national ATD organizations.
- Virtually attend and report on committee activities at most Board meetings.
- Participate in the annual in-person Board summit.
- Manage a fiscally responsible communications budget.
- Plan educational events, including sharing topics and speaker ideas.
- Collaborate with the VP of Finance to secure appropriate funding for travel,

events and reconcile expenses in a timely manner.

- Attend National Advisors for Chapters (NAC) virtual calls when available.
- Attend quarterly orientation sessions when available.
- Repost and advertise Chapter events on social media.

A successful Vice President of Communications will:

- Possess strong assertiveness and collaboration skills.
- Implement marketing strategies that result in increased click-through rate by 5% on social media sites.
- Ensure a communication piece is sent to members at least once each quarter.
- Be willing to travel, as the role involves visiting geographically dispersed areas within South Carolina to host and participate in events.
- Be an effective leader, as this individual will oversee a team of volunteers.
- Aim to have a minimum of three volunteers assigned to the Communications Committee to assist with the creation of marketing materials. Identify additional volunteers as needed in areas around the state.
- Publish monthly chapter events and member information by the 3rd of each month.
- Take proactive action to review and update web pages monthly to ensure they allow members to be kept informed of events, member recognition, awards, etc.
- Demonstrate creativity in advertising strategies, thinking beyond conventional methods.

HELPFUL SKILLS

Strong communication skills | Marketing/advertising strategies | Negotiation skills | Assertiveness | Excellent organization skills and leadership ability | Detail-oriented | Familiarity with technology, including virtual platforms such as WebEx and design tools such as Canva | Decision-making | Familiarity with Robert's Rule of Order | Reporting | Collaboration | Delegation | Change management |

MEETING EXPECTATIONS

The VP of Communications is expected to attend all Board meetings, an annual board summit, one ALC (provided funding is available), a minimum of: four Chapter learning events, two special interest group events, two quarterly orientation sessions, one NAC call, and one community-based event.

Resources and References

- [ATD Chapters | Communication Strategies](#)
- [2023 ATD SC Communications Strategy.pptx](#)
- [Chapter Communications Plan](#)
- [Embedding Diversity into Chapter Operations](#)
- [Chapter Affiliation Requirements \(CARE\)](#)

Email Address:



vp_communications@atdsouthcarolina.org

Draft