

# Vice President of Communications

## Position Summary

This role oversees all communication activities among chapter members at large, with the community, and with other professional organizations, including partnering with the VP of Social Media and VP of Technology to coordinate consistent messaging and branding is used when communicating with the public.

## Terms

One year.

Board members shall be elected to serve terms of one year, but no more than three consecutive terms. Board members may stand for re-election to the same board position, but no more than three consecutive terms. Terms may be extended to address a business need and approved by the Board of Directors

## Estimated Time Requirement

Activity	Hours
Communicate with Board, Chapter and National on routine issues, topics	1-2
Generate and distribute membership general email and communications	3-4
Participate in Annual Strategic Planning Session	3-4
Create and Implement Communications Plan	2-4
Manage and Post Blog/Newsletter	4-5
Attend 6 Board Meetings (every other month) [2.0 * 6]	1-2
Attend 6 Member Events (every other month) [3.0 * 6]	1-3
Annual Estimate of Hours	~50

## Functional Responsibilities

### Communications

- Ensure chapter adherence to ATD branding guidelines
- Ensure a communication with members occur at least once quarterly
- Develop a strategic communication plan with members and the larger community
- Develop a strategy to create a business community outreach program
- Manage chapter publicity and media relations
- Market of special projects (e.g., workshops, ATD certificate programs, etc.)
- Advise board of trends and best practices in communications
- Oversee person or persons responsible for production of newsletter; solicitation of general-interest articles, letters from the President, articles promoting ATD and chapter activities, reviews of previous meetings, membership updates, etc.
- Coordinate communication activities across the chapter
- May be asked to write articles for the newsletter

**Board Participation**

- Represent the chapter professionally and ethically
- Participate in all board and chapter meetings, chapter events, committee meetings, and regional conferences
- Work collaboratively with other board members (i.e., VPs of social media, events, membership) to highlight the value of membership
- Tracks marketing trends from chapter communications

**Board Duties (as per Bylaws)**

- Establishing and implementing policies and procedures for the operation of the chapter to Ensure National Chapter Operating Requirements (CORE) compliance;
- Approving the strategic plan, the annual plan, and the budget;
- Approving categories of membership;
- Authorizing committees of the Chapter; and
- Performing other functions as appropriate for the Board of Directors

**Qualifications/Skills**

- Member of ATD national and ATD-NM
- Commitment to the chapter mission, vision, strategy, and goals
- Commitment to full participation in board meetings and chapter events
- Commitment to serve as an advocate for ATD-NM
- Strong written and verbal communication skills
- Strong marketing and public relations skills
- Strong delegation and follow-through skills
- Time available to fully participate in chapter programs and board meetings
- Willingness to advocate the chapter
- Ability to seek others out as volunteers

**Resources**

[Chapter Relations Manager \(CRM\)](#)  
[National Advisors for Chapters \(NAC\)](#)  
[Chapter Affiliation Requirements \(CARE\)](#)  
[Sharing Our Success \(SOS\)](#)  
[Chapter Leader Community \(CLC\)](#)  
[Leadership Connection Newsletter \(LCN\)](#)  
[Toolkits](#)  
[Chapter Leader Webcasts](#)