

**COM - VP of Communications**

**Term:** One year or as determined by the Board of Directors and Chapter Bylaws

**Reports to:** President

*Eligibility:*

- 
- Member in good standing
  - Previous service on Board of Directors
  - Willing to give the time, energy, talents and enthusiasm required of the position
  - Good organizational skills and favorable emotional intelligence capabilities

*Overall Responsibilities:*

- 
- Serve as voting member of Board of Directors and Executive Committee
  - Participate in annual budget planning
  - Attend monthly board meetings, chapter events and committee meetings
  - Report on the strategies, successes and challenges of assigned committees to Board of Directors
  - Act as coach, advisor and counselor to assigned committees
  - Support and defend policies and programs adopted by the Board of Directors
  - Submit agenda items for Board of Directors meetings in advance of meetings
  - Manage the following budget line items:
    - **ADVERTISING (indirectly)**
    - **AGENDA (indirectly)**
  - Ensure the fiscal responsibility of the committee(s) to which position is assigned.
  - Partner with Administrator to review the website host contract annually
  - Conduct transition meeting with successor
  - Perform other duties that may be delegated by the President and/or Board of Directors

*Specific Responsibilities:*

- 
- Oversee the publications, marketing, advertising, public relations and community outreach efforts of the chapter, including
    - Marketing – Website, Technology, Job Board, Mobile website
    - Publications – Agenda Magazine, Member Directory PDF (part of Agenda issue)
    - Public Relations - Media Relations, Press Releases
    - Community Outreach - Philanthropic Activities
    - Social Media – Facebook, Twitter, LinkedIn, Instagram accounts
  - Review and approve Advertising Rate Sheets (set on a calendar year)
  - Make an effort to ensure chapter programs, activities and accomplishments are highlighted on an international level by communicating with MPI Public Relations and Marketing Departments
  - Communicate strategic issues relating to communications/technology to Board of Directors
  - Research current communications/technology trends and topics pertinent to the meetings industry and report findings to Board of Directors
  - Approve all bills of the committees within the Communications category and forward appropriate paperwork to the VP of Finance

*Time Commitment:*

- 
- Regular attendance at monthly meetings and Board meetings
  - Attendance at two Board retreats (1-2 days each)
  - Attendance at all official chapter activities and functions
  - Attendance at Chapter Business Summit
  - Committee activities (20 hr/mo)