**Position Description: Director of Marketing**

**Term**: One Year

**Monthly Time Commitment:** 5-7 hours

**Board Member Benefits – Total $700 value**

* Paid ATD national membership at the Professional Plus level
* Paid Greater Richmond ATD membership
* Paid registration to ALC (ATD Chapter Leaders Conference)
* Fantastic resume builder
* In-depth exposure and networking opportunities

**Position Summary:** The Director of Marketing will manage chapter communications and chapter social media accounts with potential and existing members and increase participation in these outlets to create a vibrant and engaging community for the chapter. Support and promote CARE and the strategic goals and action plans of the chapter.

**Responsibilities:**

**Member Communication & Website**

* Write, create and send regular chapter newsletter and communications for chapter programs and events
* Develop other marketing materials, such as promotional flyers and slides
* Work with other Board Members to determine marketing strategy for each type of event or program
* Develop and implement a strategy to provide more information to membership, via regular website updates or a newsletter
* Ensures chapter website aligns with advertised events, programs, and updates

**Social Media**

* Manage our LinkedIn page to stay current with upcoming events and use as a channel to engage with members
* Develop and implement a strategy to engage and motivate an active online community
* Serve as a subject-matter expert advising the chapter board on the use of social media in support of its mission
* Stay up-to-date on new tools and how other organizations are using them so that the chapter uses these technologies effectively

**Board Participation**

* Attends board meetings and working sessions regularly (min. 80% attendance).
* Participates in other chapter events, committee meetings and conferences as available
* Represents chapter professionally and ethically in all business functions/organizational activities

**Qualifications:**

* Member of Greater Richmond ATD Chapter
* Skilled in written and verbal communication, personal interaction, and problem-solving in a team environment
* Ability to plan, organize, and execute activities as required by the position
* Ability to complete projects within established timeframes
* Willingness to advocate for the chapter and represent chapter professionally and ethically in all business functions/organizational activities

**Last Updated: November 2023**