

**ASTD GREATER ATLANTA CHAPTER
OFFICER POSITION**

TITLE: VP OF COMMUNICATIONS

TIME OF SERVICE: One year (elected)

REPORTING RELATIONSHIPS: Reports to President

MANAGES: Appropriate Committee Chairs

WORKS WITH: Executive Board, Chapter Administration, and Web Developer

GENERAL FUNCTION:

Oversees the communication channels for the chapter, e.g., the newsletter e-blasts, email distribution, and social media (LinkedIn Groups, Facebook, Twitter, blog, YouTube).

LEADERSHIP RESPONSIBILITIES:

- Establish communications related goals to support Chapter mission, vision, and strategies.
- Determine necessary committee structure to accomplish annual goals.
- Recruit and orient Committee Chairs.
- Help Chairs to understand how their role impacts the Chapter as a whole by communicating goals and plans.
- Communicate regularly with Chairs to hold accountable for meeting goals.
- Create and submit budget by the indicated deadlines and adhere to budget throughout term.
- Be familiar with the Constitution/Bylaws and policies and procedures.
- Attend Executive Board meetings as a voting member.
- Attend Chapter meetings on a regular basis.
- Act as liaison between Executive Board and committees to support decision making and conflict resolution.
- Maintain confidentiality of ASTD business matters.
- Be a positive representative of ASTD.
- Track time and resources used to meet goals to be used for future planning.

AREA RESPONSIBILITIES:

- Oversee the quality and timeliness of the newsletter.
- Directs other communication issues as they arise.
- Delegate responsibility for implementing such issues to appropriate Chair(s).

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QUALIFICATIONS:

- Social media knowledge beneficial.
- Knowledge of ASTD.
- Previously held Committee Chair position extremely helpful.
- Management and leadership experience.
- Member of Local and National ASTD.
- Ability to recruit and motivate volunteers.
- Internet technical knowledge beneficial.
- Editing or journalism experience helpful.

ESTIMATED TIME COMMITMENT:

- 4 hours annually for planning.
- 3 hours monthly for Executive Board meetings.
- 3 hours monthly for chapter and SIG/GIG meetings.
- 15 additional hours per month to perform specific duties of this area and to lead volunteers.