

**ASTD GREATER ATLANTA CHAPTER  
OFFICER POSITION**

**TITLE:** VP OF MARKETING

**TIME OF SERVICE:** One year (elected)

**REPORTING RELATIONSHIPS:** Reports to President

**MANAGES:** Hospitality, Job Line, Link, Orientation, Recruitment, and Retention Chairs

**WORKS WITH:** Executive Board, Chapter Administration, potential users of ASTD products and services, marketing/promotion/publicity channels, potential sponsors and advertisers, and printers

**GENERAL FUNCTION:**

- Act as a consultant to develop and implement marketing strategies for their products and services.
- Be directly involved in marketing the Chapter's programs, events, membership and other high revenue-producing activities, such as (but not limited to): sponsorship packages and website advertisements.

**LEADERSHIP RESPONSIBILITIES:**

- Establish marketing related goals to support Chapter mission, vision, and strategies.
- Determine necessary committee structure to accomplish annual goals.
- Recruit, orient and retain 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 Constitutional 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.

## **ASTD GREATER ATLANTA CHAPTER OFFICER POSITION**

### **AREA RESPONSIBILITIES:**

- Creates and oversees implementation of the marketing strategy and plans
- Manages all of the volunteers functions and following committee Chairs:
  - Sponsorships and In-Kind Donations,
  - Cross-Marketing Opportunities & Public Relations,
  - Membership Marketing, and
  - Branding.

*Note:* For more detail, see job description for Chairs.

### **QUALIFICATIONS:**

- Selling and marketing skills.
- Ability to recruit, motivate, train and retain volunteers.
- Consulting skills.
- Ability to develop win-win solutions and negotiate with vendors and suppliers.
- Ability to network with high visibility individuals in the community.
- Excellent communication skills.
- Ability to listen to potential sponsors/advertisers/Board members' needs and determine the best solutions for that sponsor, advertiser, Board member and Chapter.
- General Knowledge of ASTD Atlanta.
- Previously held Committee Chair position, extremely helpful.
- Management and leadership experience.
- Member of Local and National ASTD.

### **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.