

# Director of Marketing & Communications

## Position Description



## Position Summary

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The Director of Marketing & Communications oversees activities related to communication among the Chapter members at large, and communication with the community and other professional associations. Additionally, this position oversees activities related to the marketing of chapter initiatives.

## Responsibilities

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- Ensures a communication piece is sent to members at least once each quarter.
- Ensures that the chapter adheres to ATD branding guidelines.
- Develops goals for maintaining and improving internal Chapter communications.
- Manages Chapter publicity and media relations.
- Advises Board of market trends.
- Develops and implements marketing strategies to attract new members, engage current members and promote programming using relevant tools (email, social media, etc.).
- Partners with other committees (Programs, Membership, etc.) on communication and marketing strategies and implementation.
- Tracks marketing trends from chapter communications (e.g., email open rate, social media views).
- Recruits and trains volunteers to support marketing and communication functions and develop successors for the Director of Marketing and Communications role.
- Attends and participates in monthly board meetings, chapter meetings, and ATD Chapter Leaders Conference (ALC), when available.

## Requirements

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- Be a member in good standing of CVATD and ATD
- Ability to serve full term of the position (2-years)
- Consistently attend CVATD Board and Committee meetings or appoint a representative to attend
- Regularly attend CVATD events and functions
- Associate Professional in Talent Development (APTD) or Certified Professional in Talent Development (CPTD) Certification encouraged

## Time Commitment

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- Attend board meetings: 1-2 hours monthly
- Attend board retreats: 4 hours twice per year
- Perform project work:
  - 1-3 hours/month for administration and 1:1 meetings
  - 1-3 hours/month creating and distributing content and communications
  - 1 hour/month preparing monthly board reports
  - 5-10 hours/year for strategic planning and special projects
- Optional development activities: Monthly webinar with NAC, ATD Leadership Conference

## Benefits of Serving

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- Discounted ATD membership and free upgrade to Professional Plus membership
- Develop/practice organizational and leadership skills
- Opportunity to increase professional network by participating chapter meetings, board meetings, regional, or ATD Leadership meetings and events
- Professional development opportunities through NAC and ATD Chapter Leadership Programs (budget permitting)