



Board Role Description

Position: Vice President of Marketing

Reports To: President

Position Summary: Provides executive leadership and direction associated with chapter event marketing and communication strategy to enhance member engagement. Responsible for ensuring all events are marketed in a timely manner by working with VP of Programs and Director of Content on event strategy. Supports Director of SM and an marketing committees as defined and reports all committee activities to the board of directors.

Specific Responsibilities:

- Attend all board meetings/calls and provide report of departments activities
- Oversight responsibilities for the Director of Social Media and marketing related committees. Report activities of committees to board, as necessary.
- Work with VP of Programs, and National to ensure timely and creative marketing on all events to ensure maximum engagement of members
- Assist Treasurer and President with coordinating any marketing budget needs annually
- Work with VP of Membership on membership marketing needs and database
- Support Director of SM as necessary to ensure continuity of strategy
- Recruit future board members through succession planning processes