



ATD Nashville Position Description: Vice President of Marketing and Communication

Position Summary:

The Vice President of Marketing & Communications is an elected officer of the Chapter. This position 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.

Time Commitment:

Term: 1 year

Estimated Time Requirements per month: 2 hours

Responsibilities:

- Market and promote the ATD Nashville chapter events in order to engage individuals and corporations
- Communicate the value proposition of ATD Nashville to current and prospective members
- Create and implement a marketing plan
- Manage and update social media accounts with information regarding events and meetings
- Build relationships with outside associations in order to market to a broader audience
- Positively promote the ATD Nashville chapter
- Attend and participate in monthly board meetings and ATD Chapter Leaders Conference (ALC)
- Report on communication-related topics to the Board