

**Chapter Leader Position Description: Director of Content Management**

**Position Summary:**

This position reports to the Executive VP of Professional Development. You will be responsible for reviewing and maintaining curated and member-created content associated with our chapter’s member-facing LMS. Your duties will also include internally highlighting content that supports or aligns to member-facing events. Ultimately, you should be able to oversee all curated and member-created content to ensure member engagement, brand consistency and a positive user experience.

**Time Commitment:**

**Term**: One Year

**Estimated Time Requirements per month:**

* Perform responsibilities of the position and participate in project-based assignments: 6 hours
* Attend monthly board meeting: 1.5 hours plus travel time
* Attend monthly chapter meetings when possible: 2 hours plus travel time and additional time to cover setup and breakdown as needed
* Participate in at least one chapter-facing committee or cross-functional team: 2 hours
* Attend Annual Chapter Leaders (ALC) conference (strongly recommended)

**Responsibilities:**

* Manage chapter’s member-facing content database
* Identify content strategy aligned with short-term and long-term chapter goals
* Collaborate with Website and Director of Technology to ensure the content is effectively placed and functional
* Collaborates with the Director of External Communications and Sponsorship & Partnerships, as needed
* Review and publish engaging content
* Collaborate with members to ensure submissions meet chapter standards (to include tagging to optimize SEO)
* Develop an editorial calendar and ensure content team is on board
* Ensure compliance with law (e.g. copyright and data protection)
* Stay up-to-date with developments and generate new ideas to draw audience’s attention

**Training:**

* Create job-aids for members associated with creating content for our LMS
* Recruit and train incoming Director of Content Management
* Update personal knowledge of ATD strategies and operations

**General:**

* Support Professional Development efforts while promoting CARE and the strategic goals and action plans of the chapter

**Board Participation:**

* Reports efforts to the VP of Programs on a regular basis
* Participates in monthly board meetings
* Attends chapter meetings, ATD International Conference & Exposition, and ATD Chapter Leaders Conference (ALC), as available
* Participates in other chapter events, committee meetings, and conferences as available
* Represents chapter professionally and ethically in all business functions/organizational activities

**Qualifications:**

* Member of Greater Richmond ATD Chapter (required)
* Experience in design and implementation of curriculum in Learning Management System (LMS) (required)
* Experience in management of a LMS (preferred)
* Member of ATD National (recommended)
* Skilled in written and verbal communication, personal interaction, and problem-solving in a team environment
* Ability to plan, organize, and execute activities as required by the position
* Ability to complete projects within established timeframes
* Willingness to advocate for the chapter and represent chapter professionally and ethically in all business functions/organizational activities
* Time to attend board meetings and other chapter functions as required by this position

**Benefits:**

* Paid membership for Greater Richmond ATD Chapter
* Paid attendance for Greater Richmond chapter events
* Paid Professional-Plus Level Membership to ATD National (when appropriate)
* ALC conference and hotel registrations (when appropriate)