

**Chapter Leader Position Description: Director of External Communication**

**Position Summary:**

This position reports to the Executive VP of Professional Development. The Director of External Communication will partner with other members of the Professional Development functional group to develop and coordinate long-term marketing plans for each of the member-facing efforts; based on a sound business analysis, aligned with organizational objectives, that is creative, compelling and differentiated.

**Time Commitment:**

**Term**: One Year

**Estimated Time Requirements per month:**

* Perform responsibilities of the position and participate in communications about chapter issues: 6 hours
* Attend monthly board meeting: 1.5 hours plus travel time
* Attend monthly chapter meetings and/or Special Interest Group meetings, when possible: 2 hours plus travel time and additional time to cover setup and breakdown as needed
* Participate in at least one chapter-wide committee: 2 hours
* Attend Annual Chapter Leaders (ALC) conference (strongly recommended)

**Responsibilities:**

* Works with team to develop and execute an overall communication plan
* Shares communication options with team prior to execution
* Makes sure communication occurs on all MarComm channels

**Training**

* Train volunteers that assist marketing and communication efforts
* Train incoming Director of External Communications
* Update personal knowledge of ATD strategies and operations
* Train incoming Director of External Communication

**General**

* Support and promote CARE and the strategic goals and action plans of the chapter

**Board Participation**

* Reports on status to the VP of Governance on a regular basis
* Participates in monthly board meetings
* 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)
* Two or more years of marketing and communications experience (required)
* Creativity and ability to translate concepts into impactful communications (required)
* Degree or specialization in marketing or communications (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)