



Vice President of Member Communications – Upstate SC ASTD Job Description

Serve as the newsletter editor and lead the committee that is responsible for creating content, designing, and emailing via Wild Apricot a newsletter to the membership on a regular basis. In addition, this VP is responsible for reporting on each chapter meeting and taking photos as appropriate to upload to the chapter website following each meeting. This includes co-managing the chapter's social media accounts on Facebook, LinkedIn, and Twitter as they relate to posting meeting reports and photos as a part of the chapter's Communications Plan to recruit new members. In addition, this VP would review special requests and opportunities from outside sources and determine if they should be distributed to the membership via the News Blog.

Responsibilities:

- Serve a term of at least one calendar year.
- Recruit committee members as needed and appoint Director who would be the VP "trainee," next in line pending nomination and vote. Director would fill in for VP if VP can't make board meetings.
- Learn how to use Wild Apricot and develop a subject matter expertise on the Newsletter and News Blog functions, including setting up subscription feature.
- Create monthly or at least a quarterly newsletter in Wild Apricot containing chapter news and email to membership. Content may include:
 - Member spotlights
 - Chapter news
 - Meeting highlights – past and upcoming
 - Content provided by ASTD National website
- Know, understand and implement ASTD logo guidelines from National as well as for the chapter.
- Collaborate with VP of Event Promotions to establish and maintain a media list of all relevant business media in Upstate SC and Western NC. This should include all available and relevant business and community media contacts found not only in traditional media outlets but also in other organizations such as Swamp Fox, GSATC, and Greater Greenville Chamber of Commerce.
- Write and submit press release with chapter news to media list (excluding business calendar contacts) and with attention to varying media deadlines, including pitching feature articles ideas where opportunities exist:
 - Information on newsworthy activities as determined by the President and/or Board.
 - New board announcement to business media in January, including photo of president or group shot of board.
 - Interview with an incoming major national speaker.
 - Post meeting reports and photos, including Employee Learning Week activities.
 - Chapter awards such as Chapter of the Month, CORE compliance, and membership Superstar.
- Collaborate with VP of Event Promotions and VP of Technology in co-managing the chapter's social media accounts on Facebook, LinkedIn, and Twitter as they relate to reporting on all chapter events and newsworthy items.
- Collaborate with VP of Event Promotions in creating the chapter's Communications Plan.
- Collaborate with VP of Programs and VP of Technology to post meeting summaries to chapter website.
- Update Treasurer and provide documentation of any expenses related to the office.
- Understand and respond to requests about benefits of membership.
- Perform whatever roles and responsibilities that are necessary to meet chapter goals.



Resources:

- Full administrator access to the chapter's Wild Apricot association management system.
- Assigned Rackspace email address: communications@upstatesc.astd.org
- ASTD Chapter Leader Community <http://old.astd.org/membership/ChapterLeadership/>
- ASTD Leader Connection Newsletter: <http://old.astd.org/membership/ChapterLeadership/Resources/LCN.htm>
- ASTD Marketing Resources:
<http://old.astd.org/membership/ChapterLeadership/Resources/Chapter+Marketing+Resources.htm>
- ASTD Chapter Logo: <http://old.astd.org/membership/ChapterLeadership/Resources/ChapterLogos.htm>
- ASTD Free Content: <http://old.astd.org/membership/chapters/FreeWebContent>
- ASTD Toolkits: <http://old.astd.org/membership/ChapterLeadership/Resources/Toolkits/>

Board Member Expectations and Code of Conduct:

- Be an Upstate SC ASTD chapter member in good standing. It is preferable but not required that this board member also be a national ASTD member.
- Attend at least four chapter events annually (excludes Board of Director meetings).
- Attend and report on respective area at each Board of Director meeting held the 2nd Thursday of each month from 5:30 – 7:30 p.m. (complimentary light dinner included).
- Attend the annual Board of Director Planning Retreat to be held on a Saturday in January 2013 from 8 a.m. to 12 noon. Date will be finalized once new board is polled for availability.
- Become familiar with and abide by Upstate SC ASTD's by-laws, policies and procedures.
- *Proactively* execute the responsibilities for the role taken on the board. Be accountable for projects not only to the other board members but also to the chapter membership.
- Create a Transition Package for successor that includes forms, budgets, processes, and recommendations.
- Serve as a fair and open clearinghouse for information, job opportunities, and professional training and vendor services to any member of Upstate SC ASTD.
- Board members will not use their position to have increased access to chapter members or use their influence to direct business to a specific organization or vendor.
- Facilitate programs and events for the benefit of Upstate SC ASTD members that provide meaningful experiences that are used as learning opportunities and not a venue to push products or services.
- Represent the chapter both professionally and ethically in all business functions and organizational activities.

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