

Vice President of Special Events and Marketing ATD Upstate SC Job Description

Job Specification - Actively promote the continued career growth and professional progress of chapter members through the development, management, promotion, and administration of Chapter Special Events. Special Events are defined as any Chapter function where registration is required, where activities include members of other organizations, where the event takes place in a location other than the University Center, or when the event lasts longer than 2 hours. The VP of Special Events works closely with the Chapter President, the Chapter Treasurer, the VP of Programs, the VP of Technology, and the VP of Membership. The VP of Special Events participates in relevant events offered by other organizations (such as the Chamber of Commerce, Greenville Society for Human Resource Development, the Upstate Alliance, and others) and by suggesting (& helping to execute) special programs for the chapter to offer. The VP of Special Events also carries the title of VP of Marketing and serves the Chapter's needs to market, to publicize, and to increase community awareness and participation in the Chapter's programs and special events. The VP of Special Events and marketing works closely with other chapter committees and strives to recruit and to train other members of the Special Events and Marketing Committee. The VP of Special Events strives to identify and to develop the next VP of Special Events and Marketing.

Responsibilities:

- Serve a term of 1 calendar year & may serve up to 4 additional terms of one calendar year each.
- Attend Board meetings during the calendar year.
- Attend Chapter Programs and Special Events.
- Serve on other Chapter committees as time and interest allows.
- Recruit Special Events and Marketing Committee members as needed.
- Identify and facilitate the successful talent development and transition for the next Vice President of Special Events and Marketing.
- Promote talent and professional development for Chapter members through Special Events.
- Develop & manage new Special Events for the Chapter as time, interest, & participants are available.
- Continue current Special Events support, specifically
 - Annual Joint Meeting with Greenville Society for Human Resource Management
 - Annual Talent Development Workshop
 - Annual Awards of Excellence for Talent and Professional Development
- Stay in contact with the Upstate business community to continue marketing the Chapter's services and by attending other organizations functions as time and interest permit.
- Through contacts with the Upstate business community, identify, and help implement other Special Events that the Chapter should consider.
- Through contacts with the Upstate business community, identify and help recruit new members to the Chapter.
- Communicate closely with the President, the VP of Technology and Communications, the VP of Programs, the VP of Professional Development, the VP of Community Relations, the VP of Membership, and the Treasurer.

- Work closely with the VP of Membership to identify how to continue support to members.
- Actively market the support services that the Chapter provides to members.
- Take a support role in collaborating with other Southeastern TD Chapters to offer a Talent Development conference.
- If the Southeastern TD conference becomes a chapter commitment, provide a leadership support role in marketing the TD Conference

Resources:

1. Limited administrator access to the chapter's Wild Apricot association management system.
2. Assigned Rackspace email address: specialevents@upstatesc.ASTD.org
3. ASTD Chapter Leader Community
<http://old.ASTD.org/membership/ChapterLeadership>
4. ASTD Leader Connection Newsletter:
<http://old.ASTD.org/membership/ChapterLeadership/Resources/LCN.htm>
5. ASTD Toolkits:
<http://old.ASTD.org/membership/ChapterLeadership/Resources/Toolkits/>

Board Member Expectations and Code of Conduct:

- Be an Upstate SC ATD chapter member in good standing. It is preferable but not required that this board member also be a national ATD 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 Tuesday 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 of each year 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 ATD'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 ATD.
- 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 ATD 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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