



Vice President of Community Programming

The **Vice President of Community Programming** is responsible for the “monthly” programming and Special Interest Groups (SIGs) and CareerSmart and MarketingTech Smart events. The position reports directly to the President of the Board and manages two directors: Director of SIGs and Director of Community Programming. The ideal candidate is someone who is a senior marketing leader, has experience putting on large-scale events including logistics, content and speaker selection.

Main Responsibilities for the Vice President of Community Programming:

- Develop and implement chapter monthly program plan and budget
- Plan monthly programs including recruiting speakers and all detail to ensure a successful program
- Recruit and interface with monthly speakers, who are required to be senior marketing leaders with a particular expertise, to ensure successful programs
- Manage program committee, as well as recruiting volunteers, to ensure all logistics are handled according to best practices in event planning to ensure successful programs. Specifics of event should be confirmed a minimum of 90 days in advance
- Collaborate with VP of Communications and VP of Membership to ensure all program communications are delivered and executed according to communications and programs timeline and ensure events are widely publicized through all channels
- Optimally position and promote event, in conjunction with other teams, to ensure organization meets attendance and financial goals
- Prepare a final report evaluating each event based on initial goals and objectives and include final budget figures and recommendations for the next event
- Assume responsibilities common to all officers and directors of the board

Top Three Requirements for the Vice President of Community Programming:

- Experience negotiating and implementing high profile events
- Excellent interpersonal and written communication skills
- Successful track record of building, motivating and managing a committee

Time Commitment

- 5-10 hours per week
- Hold monthly committee meetings
- Attend monthly board meetings & most events