



Director, Programming

The **Director, Programming** reports to the **Vice President of Programming** and is responsible for programming with topics and speakers in the area of thought leadership on a broad range of marketing topics. The ideal candidate is someone who is a marketer with experience in creating programming/events based on attendee feedback and able to reach out to potential speakers whether you know them or not. This job is driven by providing engaging content for our members. This person is on a two-year term with the board, with the first year as the director of this committee and the second year as the VP.

Main Responsibilities for the Director, Programming:

- Plan quarterly programs and monthly workshops including recruiting speakers or subject matter experts and creating an interactive agenda to engage audience participation.
- Recruit and interface with speakers, who are required to be senior marketing leaders with a particular expertise, to ensure successful programs
- Manage team members, as well as recruiting volunteers, to ensure all logistics are handled according to best practices in event planning.
- Able to work well in advance and lock down event details in a minimum of 90 days before the event
- Collaborate with Communications and Membership teams to ensure all program communications are delivered and executed according to communications and programs timeline and to ensure events are widely publicized through all channels well in advance of the event
- Ensure the event meets organization 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
- Coordinate the details of the semi-annual career event with the programming committee or person designated as the career event coordinator.

Top Three Requirements for the Director, 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

- 3-5 hours per week
- Hold monthly committee meetings
- Attend monthly board meetings & most events