



Vice-President, Diversity, Equity, and Inclusion (DEI)

The **Vice President, DEI** is responsible for developing and implementing a strategy for the DEI practices and culture of the chapter. This is a board role and reports directly to the President.

Responsibilities:

- Develops a strategy and goals for improving our DEI practices and culture for each of our 6 standing committees.
- Coordinates with the chapter Communications committee to:
 - use our social channels to provide enlightenment to AMA Chicago's community on the concepts and terminology around diversity, equity, and inclusion.
 - develop a calendar of posts for months designated as "heritage" months to honor our members from all cultures.
- Guides efforts to create an inclusive and welcoming environment for all AMA Chicago members.
- Builds / maintains relationships with other organizations in the marketing space and encourages participation in AMA Chicago events and programming. Tracks participation in the chapter.
- Is familiar with AMA Support center DEI chapter resources.
- Provide the Executive Director with a statement each month about ways in which our chapter is expanding DEI in programming and operations. (See image to the right.)

Time commitment and reporting requirements:

- Serves up to 10 hours per month, depending on the time of year.
- Recruits two volunteers to assist with Diversity, Equity and Inclusion strategy.
- Attends monthly Tiger Team meetings to report on DEI progress and activities.
- Works with Marketing Insights committee to establish and maintain DEI KPI spreadsheet.
- Checks in with 6 committee VPs on the status of DEI objectives on a bi-monthly basis.
- Attends DEI Townhalls and events hosted by AMA.org.
- Attends a minimum of four-chapter events and programs.
- Attends monthly board meetings.

Experience requirements:

The ideal candidate has experience collaborating with executive leadership and developing DEI strategies for other organizations. Is passionate about achieving DEI objectives as well as seeking overlooked opportunities to optimize a DEI strategy with members and partners of AMA Chicago.

- Degree in marketing, advertising, communications, or related field with experience leading diversity advocacy initiatives.
- Excellent interpersonal and communication skills.
- Ability to work cross-functionally, coordinating across a large, dynamic organization with multiple board members and committees.