



OTTAWA
CHAPTER

Vice President, Communications - Job Description

Category: Communications/Marketing

Reports to: President

Responsible for: Chapter Communications and Marketing Committees

Term: Two consecutive one (1) year terms, total two (2) years

Eligibility:

1. MPI Member in good standing.
2. Previous service on a Board of Directors, preferably with MPI Ottawa.
3. Knowledgeable of the activities, initiatives, and affairs of the Chapter and MPI Global.
4. Willingness to give the time, energy, talents, and enthusiasm required of the position.
5. Good organizational skills.
6. Technical knowledge of social media is required.
7. Technical knowledge of websites is an asset.

General Responsibilities:

1. Support and defend policies, procedures, and programs adopted by the Board of Directors.
2. Serve as voting member of Board of Directors.
3. Serve as voting member of the Board's Executive Committee.
4. Assist in the development of the annual Chapter Business Plan.
5. Submit written report for inclusion in the Chapter's Annual Report.
6. Submit Board reports, in advance, for monthly Board meetings; request agenda time as required. (Board reports to include progress on the Annual Business Plan commitments and status of chapter projects.)
7. Gather information from director(s) and co-chairs to provide monthly statistics to the VP Finance for inclusion in the Chapter dashboard metrics as required.
8. Approve appropriate invoices and forward supporting paperwork to the Chapter Administrator for payment as required.
9. Responsible for the following budget line: Communications and Marketing
10. Ensure the fiscal responsibility of the director(s) who report to you.
11. Submit budget needs for the following fiscal year.
12. Update documents and monitor appropriate Projects on Basecamp (the Chapter's online project management tool).
13. Make sure all branding guidelines and documents from global are up-to-date and in basecamp for everyone to access.
14. Act as a coach, advisor and counselor to the director(s) who report to you.
15. Cultivate and motivate director(s)/leaders within your portfolio and identify successors within the first year.
16. Complete transition plan and conduct transition meeting with successor.
17. Perform other duties that may be delegated by the President and/or Board of Directors.

Specific Responsibilities:

1. Along with the director(s) that report to this position, develop, implement, and assess strategic goals and objectives for the team that support the Chapter's Business Plan and adjust as necessary throughout the year.
2. Manage and supervise the chapter newsletter, marketing, advertising, public relations, event marketing, and advocacy efforts of the Chapter, including:
 - Marketing - Website/technology, Event Photography
 - Publications - *News & Views* (formerly known as *Conventus*), Social Media, MPI Express
 - Public Relations - Media Relations, Press Releases
 - Advertising - Website Ads

3. Create an RFP for the yearly photographer and videographer that will cover the major events for the chapter.
4. Ensure event communications checklist has been completed by event leads and distributed to the Director of Marketing, Chapter Administrator and the photographer who was awarded the RFP.
5. Assist website updates as required.

6. Develop and manage collateral materials as required.
7. Ensure adherence to all MPI branding standards.
8. Report to the Executive Committee and Board of Directors on the strategies, successes, and challenges of all reporting committees.
9. Ensure that committee directors who report to you submit committee assessments by mid-November. This process will assist checking on volunteer engagement, identifying volunteers interested in succession planning as well as gaps within the committee(s).
10. Ensure minutes of all reporting committees' meetings are recorded and provide a final electronic copy to the Chapter Administrator for archiving.
11. Website
12. Perform an annual review of the Chapter website to ensure its efficiency as a primary Chapter communications device.
13. Prepare RFP and solicit proposals for website maintenance and development as required.
14. Liaise with the Webmaster to develop and manage the operation of the Chapter website and evolution as seen necessary for the engagement of membership and Chapter Administrator.
15. Prepare annual RFP and solicit proposals for website advertisement sales manager.
16. Liaise with the contracted supplier to ensure development and distribution of annual Advertising Opportunities Prospectus.
17. Facilitate posting of ads on the Chapter website.
 - Social Media
 - Maintain social media and Chapter website presence and aid Publications Committee volunteers in promoting Chapter activities and events to members.
 - Manage paid social media post promotions and include tracked results in monthly Board report.
 - Work with Director of Publications to evaluate and adjust social media strategy to suit Chapter programs and initiatives annually.
 - Media
 - Develop media contacts on behalf of the Chapter and maintain partnerships with key media to ensure that Chapter programs, activities and accomplishments are highlighted on a local, national, and international level.
 - Develop and maintain Chapter media kit in association with the Chapter Administrator.
 - Communicate with the media, MPI members, industry influencers, and the public to educate and promote MPI Chapter events, activities, and community service projects.
 - Obtain Event Dates from Chapter Administrator and communicate with media partners to formulate annual marketing strategy.
 - Email press release to media partners for Annual Charity Auction Dinner and Awards Gala.
 - Photography
 - Prepare annual RFP and solicit proposals for professional photography services to cover all official Chapter events.
 - Ensure event photography checklist has been completed by event leads and sent to the Chapter's official photographer. Director of Marketing and Chapter Administrator.
 - Distribute event photos to Director of Marketing for posting and sharing across Chapter communications platforms.

Attendance and Time Commitment:

1. Mandatory attendance at monthly Board of Directors meetings (teleconference participation accepted in some circumstances).

2. Attendance at meetings of the Executive Committee.
3. Attendance at two Board retreats.
4. Participate in VP Communications conference calls if /as organized by MPI Headquarters.
5. Attendance at the Annual General Meeting (mandatory).
6. Attendance at official Chapter activities and functions, whenever possible.
7. Involvement in committee meetings and activities as required.
8. Potential attendance at Chapter Business Summit as directed by President/President-Elect.

Estimated time per month: 20-25 hours