

## ROLE DESCRIPTION: VICE PRESIDENT of COMMUNICATIONS

The Vice President of Communications, reporting to the President, is responsible for all communications, through various channels, for the Chapter. This position plans and executes (with the assistance and support of the communications committee) the communication tactics for the events, activities, news and updates of the Chapter to its members, prospective members, sponsors and general public.

### Specific Responsibilities<sup>1</sup>

- Develops and implements AMA Birmingham FY communications plan and calendar, with measurable results and specific dates, for committee activities
- Prepares and manages budget for AMA Birmingham FY communications plan
- Oversees execution of communications activities by Directors of Communications and volunteers, including email, web, social and blog
- Manages communications committee, as well as recruiting volunteers
- Coordinates with Executive Leadership Team and VPs for sources of information with special attention to the following: President (national and Chapter news), Programs (upcoming events/activities), Membership (new members, prospects and volunteers), Sponsorship (contract obligations)
- Utilizes analytics and data to improve effectiveness and efficiency of communications
- Maintains regular communications with sponsors to ensure mutually beneficial relationship
- Builds, writes and distributes chapter's quarterly eNewsletter, working with board to cultivate content
- Manages public relations, working with sponsors to gain media attention and promote events in local publications and community calendars
- Coordinates design, production and mailing of postcards for special events
- Maintains the image of the Chapter, including the logo, publication design, stationery and letterhead, communication standards, etc
- Prepares a final report evaluating the year's activities based on initial goals and objectives. Include final budget figures and recommendations for the following year. This will be the basis of the CEA entry for communications, along with supporting examples required for the entry form.
- Creates a succession plan for VP position, as well as any other communications documentation
- Keeps President and President-Elect informed on communications and any other necessary committee updates

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<sup>1</sup> Last updated: June 2020

### **Commitment**

- Serves 4-8 hours per week
- Attends AMA Birmingham programs and events
- Attends monthly executive Board meetings
- Oversees committee of three to four Directors of Communications
- Provides monthly board report/committee update and dashboard numbers to Secretary before each executive Board meeting
- Monitors communications budget
- Schedules and leads monthly communications committee call/meeting

### **Qualifications**

- Active AMA Birmingham member (required)
- Degree in marketing, advertising, communications or related professional experience
- Experience with communications technology including email platforms, website CMS and social media
- Excellent interpersonal and written communication skills
- Successful track record of building, motivating and managing a team
- Ability to work cross-functionally, coordinating across a large, dynamic organization with multiple board members and committees