



Executive Director – Paid Position

Objective:

The role of the Executive Director is first and foremost to aid the Chapter in its mission to educate, support, and enhance the performance of local marketing professionals.

Position Description:

Reporting directly to the President of the Chapter, the Executive Director is responsible for supporting chapter day-to-day administration and managing event operations and logistics for the Chapter. The role is the key support role for the President to uphold the vision and purpose of the Chapter.

In addition, the Executive Director should bring operational continuity to the chapter year after year. Volunteer Board members rotate off the Board every year or two which can create a lack of consistency among standing board committees year to year. This is especially true when a 'hand-off'/on-boarding from one VP to the new VP does not occur.

Responsibilities:

General

- Develops standardized templates and checklists to assist Board VPs in achieving results
- Serves as a back-up for Chair roles during transition when needed
- Retains files of all Chapter documents and submits required documentation, such as meeting minutes and financial reports, to AMA per the AMA schedule
- Prepares minutes of monthly Board of Director meetings, Executive Board meetings and specified special meetings as directed and distributes within a timely manner (no more than one week after the above-mentioned meetings)
- Partners with President to distribute monthly board update that includes progress reports from Board VPs for monthly dashboard report outs
- Supports Programming Committee with event content follow up and event logistics such as signage, food and beverage arrangements, and event handouts
- Staffs the event Welcome table and arrange for chapter materials (brochures, membership applications, banners, etc.) to be present at every event
- Establishes and maintains relationships with third-party providers, event location contacts, etc.
- Signs all chapter contracts with sponsors and vendors
- Retains all Chapter equipment and assets (projector, name badges, signage, etc.)
- Maintains the chapter's Google Drive where all historical documents are to be stored
- Coordinates logistics for and attend monthly Board of Directors meetings
- Provides guidance and assistance to Board members as Board of Directors' positions transition and change each year
- Provides historical data and institutional knowledge to Board as needed
- Manages the email, website accounts, voicemail and telephone as keep all passwords to chapter assets
- Other duties as assigned
- Serves as non-voting member of the Executive Committee



Finance

- Maintains chapter checkbook and QuickBooks, process payments, make deposits, and prepare invoices as needed
- Provides a consistent point of contact for Accounts Payable (A/P) and Accounts Receivable (A/R)
- Works with the Treasurer to provide reports on fee-based programs revenue and expenses
- Provides assistance and guidance with annual budget preparation

Membership

- Provides a single point of contact for members, channeling requests to the appropriate committees
- Provides customer service and support to the membership, event attendees, vendors, customers, sponsors, and other colleagues in a professional and courteous fashion

CRM & Assets

- Manages database of members, event attendees, sponsors and prospects via Salesforce along with the Director of CRM
- Maintains adequate inventory and supplies
- Provides a monthly report to Chapter President, including activities and monthly summary of hours
- Checks virtual office for mail regularly

Time Commitment

It is estimated the position will require a commitment of approximately 120 hours a month.

Skills & Qualifications:

- 2 – 5 years of experience working in marketing, public relations and event planning
- Excellent written, verbal and presentation skills
- Ability to collaborate with all levels in the organization — from board of directors to functional area managers and volunteer teams
- Ability to mentor support teams when needed to ensure smooth running of an event or activity
- Strong organizational and project management skills
- Good follow-up and attention to detail skills
- Understanding of QuickBooks accounting software and bookkeeping processes
- Proficiency in MS Office applications (Word, Excel and PowerPoint)

The following qualifications are preferred:

- Previous association management experience
- Previous experience working with a volunteer board
- Current member of the AMA
- Database management skills