



## **Vice President of Communications**

The **Vice President of Communications** is responsible for all marketing communications functions for the AMA Chicago chapter. The position reports directly to the President of the Board and manages three directors: Director of Email Marketing, Director of Social Media and the Director of Website Experience. The ideal candidate is someone who is a strategist at heart with deep experience managing a communications team of volunteers and has worked with a subscription-based product.

### **Main Responsibilities for the Vice President of Communications:**

- Create a strategic plan for chapter communications
- Ensure that the website, chapter brand identity, email marketing, collateral materials, direct mail, graphic design, media relations, program photography and PowerPoints are aligned with both national and local brand guidelines (both aesthetically and from a content perspective)
- Maintain a current local media list for event outreach and press coverage
- Build a communications calendar with specific deadlines for contributions
- Develop content for social media and create an email marketing strategy to communicate with members and non-members regularly
- Work with programming teams to promote all programs, membership events or ad hoc announcements
- Maintain AMA Chicago blog and monthly eNewsletter

### **Top Three Requirements for the Vice President of Communications:**

- Excellent communications skills, both written and verbal
- Ability to foresee and discern what is important to communicate with members inside the organization and other outside parties
- Ability to choose and manage a large team of volunteers with the appropriate skill sets and keep up with a lot of small tasks

### **Time Commitment:**

- 5 hours per week
- Lead bi-weekly Communications committee meetings
- Attend monthly board meetings