

# ATD-PHL Chapter Leaders

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## ***Leadership Function: Marcom***

The Director of Marcom will support the VP of Marcom on specific assignments related to chapter messaging and promotion. The combined strategic and tactical focus on messaging serves to promote chapter and Special Interest Group events, engage members, drive conference registration and generate partnership inquiries.

The VP of Marcom oversees this function, of which specific duties may include:

- Create, execute, and oversee annual Marketing & Social Media plans
- Create a MARCOM committee to delegate various responsibilities with regards to advertisements, social media, chapter communications, and other areas of the current Marketing & Social Media plan or priorities posed by Board members
- Send out Marketing & Social Media report on a monthly basis to ensure projects are being managed efficiently and in a timely manner
- Onboard new committee members (share bylaws, marketing/social media plan, etc.)
- Support and promote internal Chapter communications. Ensure chapter members have timely and accurate information about chapter programs, events and other activities via our website and LinkedIn (partnering with Chapter Admin, Programs, SIGs, Membership, and the Board as needed). Maintain the Chapter Website (Wild Apricot)
- Promote collaboration and networking among members, at chapter meetings, SIG meetings and online (via LinkedIn and other forums)
- Oversee content posted on ATD-PHL website
- Attend monthly Board meetings and Strategic Planning sessions to present MARCOM ideas and assist in other important chapter initiatives