

ATD-PHL Board Member Job Descriptions

The Vice-President of Partnerships:

- Outreach to potential partners/sponsors
- Build & maintain partnerships with sponsors, in-kind partners, other Philadelphia associations and ATD chapters
- Manage relationships with existing and potential sponsors and advertisers:
 - Serve as the primary contact for all communications and coordination
 - Review all communications related to sponsors and advertisers (newsletter, social media, chapter meetings)
- Establish a Partnership committee to assist with partnership outreach efforts
 - Onboard new committee members (share by-laws, marketing plan, social media plan, etc.)
 - Delegate various responsibilities to the committee with regards to sponsorships, advertisements, and other areas or priorities posed by Board members
- Liaise with the Partnerships committee and Board to create and implement policies, guidelines, advertisements and various strategies to recognize and promote the value of partnering with our chapter
- Consult with the VP, Programming, Directors and SIG Leaders on securing sponsorship (e.g., funding and venue) for chapter and SIG events
- Consult and partner with the Conference Chair and Sponsor committee on securing sponsorship (funding) for the conference
- Share monthly updates to Board Members on status of partnership relationships including their support and participation for chapter and SIG events and the support they receive from us in return.