

ATD-PHL Chapter Leaders

Leadership Function: Partnerships

The Director of Partnerships will support the VP of Partnerships on specific assignments related to growing and sustaining strategic relationships for the chapter. This can be for the purposes of sponsorship, in-kind donations of event space, collaborative projects etc.

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

- 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 advertises (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.