

Board Position Descriptions

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Board of Directors Position Description

POSITION	President	Time	1 year	
Elected/Appointed	Elected			
Reports to	Membership			
Interacts with	All Board Members, Virtual Assistant and Members			

The President has executive responsibility to provide the vision, structure, culture and environment to enable the Chapter to meet the mission and goals created as a team. The President works with the Director of Finance to ensure operational budget is complete and accurate for the year by January 31. He/She does not have voting privileges at meetings unless there is a tie. He/She works with the Chapter Virtual Assistant to ensure meeting minutes are correct and posted onto Trello.

Responsibilities:

Operations

- Oversee all CARE requirements and ensure adherence to the requirements.
- Provide encouragement, support, resources, feedback to individual Board members
- Validate vision and mission and goal setting.
- Establish and maintain effective processes and communication to enable the board to serve members effectively.
- Assure all board and business operations function effectively, to understand member needs and deliver superior service and assure ATD Chapter Affiliation Requirements (CARE) are met.
- Review the progress of goals, strategies, and projects at monthly Board meetings.
- Lead effective transition to a new board annually.
- Lead monthly Board and chapter meetings; participate in other chapter events/committee meetings as available.
- Lead board and chapter members in affiliating, collaborating and using regional and national resources, including Chapter member companies.
- Represent chapter professionally and ethically in all business functions/organizational activities.
- Works with Directors of Programs to co-host the December Awards program.
- Attend all monthly chapter meetings and the Annual Leadership Conference (ALC).
- Oversees the effectiveness of Virtual Assistant and hold them to the highest ethical standards.

Board Role

- Attends and participates in monthly board meetings (virtual), chapter meetings, ATD International Conference & Exposition, and ATD Chapter Leaders Conference (ALC)
- Participates in other chapter events, committee meetings and conferences and Special Events as available
- Represents chapter professionally and ethically in all business functions/organizational activities
- Participates in the development and implementation of short-term and long-term strategic planning for the chapter
- Plans board retreats (2) and ensures agendas are ready in advance.

Board of Directors Position Description

POSITION	Director of Programs	Time	1 year	May be re-elected for 1 year
Elected/Appointed	Elected			
Reports to	Board of Directors			
Interacts with	Director of Special Events	Director of Finance		Director of Marketing/Communications

The Directors of Programs plan, coordinate, supervise monthly meetings and speakers. The Directors of Programs may appoint a committee as needed to fulfill the responsibilities of the office. The Directors of Programs operate within the budgetary guidelines established by the Board approved budget and/or budgets subsequently amended by the Board. The Directors of Programs may divide the following responsibilities in agreement with the President and one another.

DUTIES:

- Program Meeting Preparation (can be delegated to an Associate for Programs or appointed/contracted Registrar)
 - Create name badges for all participants and speaker(s).
 - Create blank badges with ATD Sacramento Chapter logo for walk-in Registrants
 - Organize badges alphabetically by last name for easy layout at meeting
 - Ensure meeting registration kit is stocked with necessary supplies
 - Meeting registration forms
 - Membership application for Sacramento Chapter and ATD National
 - Badge holders
 - Envelops for keeping any money and registration forms.
 - Arrive 30 minutes prior to meeting start time to set up registration table and to be ready to collect any money from walk-in registrants
 - Check off all participants as they arrive
 - At end of meeting deliver all registration forms and money to Director of Finance or Associate for Finance
 - Collect Badges from all participants
- Coordinate meeting logistics
 - Ensure availability of needed AV equipment
 - Confirm handout materials are speaker's responsibility or have them duplicated at Chapter Expense (budget)
- Attend monthly programs
 - Pre-plan and assign registrar duties (including registrar and name tags) at least 2 weeks prior to event
 - Assist at Registration desk, as needed

- Introduce speaker and upcoming events
 - Prepare and distribute next three meeting flyer
- Attend monthly Board meetings
 - Prepare and send assigned action item status and director reports one week prior to monthly board meeting
 - Post activity on Trello
 - Submit annual budget expense and revenue to Director of Finance by January 31 of each year and prepare amended budgets as appropriate to Director of Finance for inclusion in financial reports for annual approval.
- Prepare and report all monthly registrations and attendance of meetings
- Conduct Directors and Associate communication as needed to accomplish the following:
 - Determine monthly program topics and speakers at least six months prior to events.
 - Select topics based upon member survey results, member input and aligned goals of chapter
 - Recruit and select speakers
 - Confirm speaker participation
- Coordinate speaker proposal completion with speaker
 - Request program description and short bio
 - Request equipment needs
 - Speaker is responsible for bringing handouts or reproduce at chapter expense (submit budget)
 - Purchase speaker gift
 - Thank speaker at meeting and present gift
 - Write a thank you note to speaker
- Communicate monthly programs
 - Create and send invitation using Wild Apricot
 - Work with Director of Communication/Marketing to market and distribute invitations to event via social media
 - Ensure drafts are approved by President
 - Schedule reminder invitations and meeting reminder via wild apricot 2 weeks and one week before event.
- Act as liaison between ATD and meeting facility
 - Select meeting sit/location
 - Negotiate and sign facility contract
 - Select meals (including vegetarian/vegan options)
 - Confirm final headcount with facility and caterer
 - Complete payment to facility and caterer either by use of club credit card or Director of Finance writing check.
- Evaluate monthly program
 - Complete evaluation form via distribution system
 - Review and distribute to board
- Manage meeting registrations

- Obtain list of registered participants from Wild Apricot
- Contact Virtual Assistant for any mail in registrations that are not reflected in Wild Apricot
- Create check in list with highlighted information for those who must pay at the door.

Board of Directors Position Description

POSITION	Director of Finance	Time	1 year	May be re-elected to second one year
Elected/Appointed	Elected			
Reports to	Membership			
Interacts with	All Board Members, Virtual Assistant			

The Director of Finance manages the operational finances of the chapter. The Director of Finance coordinates the budget and operational issues with other board members, as well as administrative services. The Director assesses the financial position of the chapter on a monthly basis and reports the financial status of each functional area to the Board of Directors. The Director of Finance assures that chapter operations are in compliance with ATD's Chapter Operating Requirements (CARE)

Duties:

- Creates an annual operating budget in conjunction with the President and All Committee chairs by January 31 of that year.
- Prepares monthly financial report to the Board of Directors
- Produces risk analysis, break even analysis, and forecasts and other ad hoc financial information as needed.
- Conducts monthly financial audits of income and expenses and cash-flow to ensure chapter's financial stability.
- Ensures chapter is in compliance with CARE requirements
- Oversees operation and finance for Chapter
 - Approves all expense items.
 - Reconciles bank accounts and ensures money is transferred from savings to checking to cover all payments.
 - Ensures payments are made in a timely manner.
 - Prepares deposits and deposits to bank.
 - Oversees use of Chapter Credit Card and establishes credit limits.
 - Works with Finance Associate to ensure someone is at each meeting to process credit cards through the use of "Square".
 - Ensure Taxes are completed and Sent to ATD.
 - Ensures adequate insurance coverage.

Board of Directors Position Description

POSITION	Director of Membership	Time	1 year	Maybe re-elected for another term of 1 year
Elected/Appointed	Elected			
Reports to	Board of Directors			
Interacts with	Director(s) Program	Director of Finance		Director of Special Events

The Director of membership manages the overall membership function including the design and implementation of programs that broaden membership engagement for the chapter, increasing membership by an identified goals and retain current members set on an annual basis. May have an associate of Membership to work with to encourage group members, and individual members to renew their memberships. The Director of Membership and their Associate should strategize and oversee all initiatives related to the recruitment, orientation, retention and recognition of members. They are responsible for submission of an annual budget due January 31 of each year for the year for membership revenue and expenses.

Responsibilities:

Member Recruitment/Orientation

- Creates prospect and new member packets detailing top benefits of joining the organization, and upcoming opportunities to meet other prospects/members
- Ensures new member orientation occurs on a regular basis with board and committee members available to answer questions regarding the organization
- Coordinates distribution of membership packets, including current rosters and member benefits.
- Conducts outreach to students to gain student members.
- Identifies corporations involved in local area to encourage group or individual memberships.

Chapter Support

- Develops annual Volunteer goals
- Identifies individual to manage volunteers at meetings and events
- Monitors database for tracking volunteer involvement.
- Prepares annual membership budget and ensure it is turned in by January 31 of each year.

Member Retention

- Implements programs that result in decreased membership expirations

- Ensures processes are in place to follow up with members whose annual membership is about to expire, and advocates renewal
- Increases member renewal by a stated amount

Member Satisfaction

- Provides services that will enhance new members acculturation to the organization
- Conducts needs assessment and member satisfaction surveys on a regular basis, reports results and make recommendations to the board

Board of Directors Position Description

POSITION	Director of Special Events	Time	1 year	May be re-appointed for one additional term
Elected/Appointed	Appointed			
Reports to	Board of Directors			
Interacts with	Programs	Director of Finance	Communications/Marketing	

The Director of Special Events executes a successful large event (s) during the current year. The special events should meet the financial goals of the chapter and serve the needs of our ATD community. This position also provides support to the Program Directors to assist in the success of the programs for each year. The Director of Special Events is to submit a budget for each special event by January 31 of the current year.

Responsibilities:

- One large special event per year/or every two years, depending upon the needs of the ATD community.
- Facilitation of the regular on-going Training for Trainers and Facilitation Classes per year.
 - Ensure location is acceptable for the numbers of participants
 - Create name badges for all participants and speaker(s).
 - Create blank badges with ATD Sacramento Chapter logo for walk-in Registrants
 - Organize badges alphabetically by last name for easy layout at meeting
 - Ensure meeting registration kit is stocked with necessary supplies
 - Meeting registration forms
 - Membership application for Sacramento Chapter and ATD National
 - Badge holders
 - Envelops for keeping any money and registration forms.
 - Arrive 30 minutes prior to meeting start time to set up registration table
 - Work with Communications/Marketing to ensure events are advertised.
- Coordinate Special Event logistics
 - Ensure availability of needed AV equipment
 - Confirm handout materials are speaker's responsibility or have them duplicated at Chapter Expense (budget)
 - Introduce Speaker
 - Prepare evaluation of all events and report back to the board.
 - Interact with all Directors to assure strategic alignment of Special Events activities with chapter goals
 - Evaluates Special Events or conference outcomes and provides recommendations for upcoming year

Board of Directors Position Description

POSITION	Director of Marketing/Communications		Time	1 year	May be re-appointed for 1 year
Elected/Appointed	Appointed				
Reports to	Board of Directors				
Interacts with	Director of Special Events	Director of Membership	Director of Finance	Director of Programs	

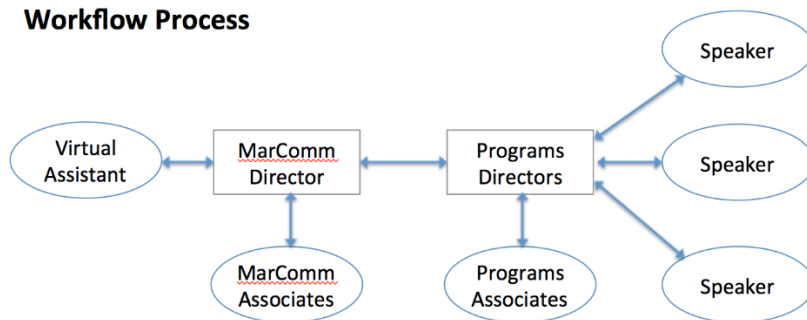
The Director of Marketing and Communication plans, develops, and implements marketing communications strategies that drive the chapter’s event participation and membership. S/he collaborates closely with the directors of programs, memberships, and strategic partnerships to ensure chapter success. The Director of Marketing and Communication may appoint a committee or use volunteers as necessary to fulfill the responsibilities of the office. S/he is responsible for the overall management of the chapter’s Communications. The Director of Marketing and Communication operates within the budgetary guidelines established by the board’s approved budget and/or budgets subsequently amended by the board.

Responsibilities:

- Direct the development and implementation of marketing communications initiatives including providing a consistent voice in all communication materials, social site presence, chapter website, public relations, member communication, and chapter events.
- Establish, own, and drive a chapter marketing and communications strategy that positively affects member engagement and commitment with the chapter.
- Ensure communication campaigns and programs are aimed at reaching target audiences of programs (including monthly programs, workshops, and special events).
- Drive continual process improvements and implement best practices to manage marketing and communications projects efficiently.
- Lead relevant market research of chapter membership and coordinate and oversee this activity. Monitor trends.

- Develop and coordinate survey efforts to seek regular input from chapter members and potential members regarding quality of programs and services.
- Build and manage the chapter's communications budget.
- Collaborate closely with directors of Membership, Programs, and Strategic Partnership to ensure success.
 - Specifically, lead the MComm team and work closely with Programs Directors and our Virtual Assistant to create marketing copy for our website, promotional emails, and relevant contents. Served as the key contact between Program Directors and VA.
 - Work-flow Process – see diagram below.
 - Programs interact directly with speakers to get speaker proposals, logos, relevant articles, and headshots
 - Programs Directors send Marcomm Director completed proposals and all media/photos
 - MarComm team creates marketing copy (web, promotional emails, flyers, event listing in monthly newsletter). MarComm sends them to Programs Directors for review and approval
 - Director of MarComm sends finalized copy to our Virtual Assistant
 - VA creates and formats webpages, promotional emails, and publishes the webpage/schedules email blasts
 - VA add upcoming events to monthly newsletter
 - MarComm associates promotes events, speaker blogs, videos, etc. on social media
 - MarComm associates find related contents and promote on social media

**Marketing/Communications and Programs
Workflow Process**



- Actively lead, manage, and mentor the marketing and communications associates to produce high quality social media publications, blog posts, and communication materials on time and within budget.

- Effectively enable associates and volunteers (collectively “people”), so they can take action on behalf of the chapter by:
 - Transmitting the chapter’s values, vision and direction
 - Engaging people in the meaning and offerings of the chapter
 - Respecting and using the skills, expertise, experience and insights of people
 - Providing direction and resources, removing barriers, and helping develop people’s skills; articulating expectations and clarifying roles and relationships
 - Helping people transform information into knowledge and learning by writing blog posts and engaging with our community online
 - Engaging people in process as well as tasks; providing a safe space for people to ask questions and challenge assumptions
 - Modeling behavior
 - Coaching people to success

Board of Directors Position Description

POSITION	Director of Strategic Partnerships	Time	1 year	Maybe re-appointed for another term of 1 year
Elected/Appointed	Appointed			
Reports to	Board of Directors	President		
Interacts with	Director(s) Program	Director of Finance		Director of Special Events

The Director of Strategic Partnerships is a voting member of the ATD Sacramento board of directors. The Director of Strategic Partnerships is responsible for cultivating and maintaining relationships among business partners, while also developing strategies to increase revenue for the chapter.

Responsibilities:

- Develop and implement a partnership strategy to increase the reach and impact of or ongoing efforts in advancing ATD Sacramento's focus areas
- Coordinate the management of ongoing relationships with existing partners and where relevant, leverage those relationships to greater collective impact
- Conceptualize new strategic initiatives that could be built around or benefit from corporate, government, sister organizations, or other partnerships



Volunteer Coordinator Position Description

The Volunteer Coordinator is a non-voting member of the team who organizes and manages a member list of volunteers dedicated to serving ATD Sacramento. The Volunteer Coordinator recruits, schedules, and trains volunteers based on chapter needs at monthly meetings and special events, as requested by Board members.

Volunteers are often responsible for:

- Welcoming members and participants to the meetings/events
- Checking in members and participants at meetings/events
- Setting up and breaking down meetings/events
- Tidying and cleaning up after meetings/events
- Providing additional support where needed with speakers, e.g., book signing for authors, security, parking

The Volunteer Coordinator provides thanks to all volunteers who helped at meetings/events by following up via email within 48 hours. This email is short, but upbeat, thanking volunteers for their time and effort, and encouraging them to volunteer again at future meetings/events.

The Volunteer Coordinator also recognizes volunteers at the Chapter's annual recognition awards dinner with a certificate and short speech.



Virtual Assistant
Part Time, Independent Contractor
ATD Sacramento

General Administration (40% of time)

- Act as primary contact for ATD Sacramento (“chapter”) via email, mail, and phone
- Check and respond to email or forward email to appropriate Director for handling
- Respond to phone calls and voicemails or notify appropriate Director for follow up
- Check PO Box in Rancho Cordova regularly (at least once a week)
- Website administration, changes, updates, calendar events, program content, etc.
- Chapter-related email blasts to members/all contacts as appropriate
- General administrative support to the Board of Directors (taking notes and attending monthly meetings and board retreats when necessary)
- Create email blasts for paid marketing promotions (typically using customer's content, but it must be formatted for Wild Apricot system)
- Help President manage passwords for chapter accounts
- Work with President and Director of Finance to annually renew accounts (e.g., website, P. O. Box)
- Maintain chapter website calendar, including events and monthly board meetings
- Create job aids for regular / repeated Virtual Assistant duties (e.g., how to issue a refund in Wild Apricot, what to prepare before every event/monthly meeting)
- Attend board meetings, when requested by President (and, if requested to attend, track attendance at board meetings)
- Capture and prepare board meeting minutes, when requested by President
- Circulate board meeting minutes, when requested by President

Program Support (35% of time)

- Create program events and corresponding email communications on website using information provided by Programs Director(s)
- Schedule email blasts
- Track registration numbers through wild apricot
- Export attendees list for registration check-in
- Create badges for attendees, presenters, sponsors, and board members
- Organize all registration materials including badges, check-in sheet, materials
- Staff registration if needed. Programs team might staff events themselves, please check with them for registration table staffing.
- Update attendees list in Wild Apricot with walk-in data or cancel registrations for no-shows

- Send email blasts on dates and time-ranges requested by customers
- Most marketing duties will come from program support
- Other administrative support of Program Director(s) helping with insurance for an event, or contracting with a venue, helping with copy and promoting event, if needed, on our website and through email blasts.
- Support social media campaigns as deemed necessary by the board
- Email surveys to participants of events
- Support Special Interest Groups (SIGs) of the board

Finance (15% of time)

- Work with Director of Finance to develop and maintain standard operating procedures for handling checks and other chapter financial matters
- Prepare, log (update spreadsheet tracking deposits in Finance binder), and deposit incoming checks to chapter twice a month
- Run aging reports on outstanding invoices and follow up with contact
 - Re-send invoice at 30 days
 - Telephone follow-up at 60 days
 - Refer to Director of Finance at 90 days

Membership (5% of time)

- When communicating with members and potential members, understand the membership levels and benefits.
- Encourage and promote national membership when applicable

Miscellaneous (5% of time)

- Other duties as assigned by President



Volunteer Associate Board Positions

Associate of Finance assists the Director who: documents, reports, and maintains the Chapter financial records. The Director of Finance disburses funds in accordance with the Board approved budget and in coordination with the President. The Director of Finance may appoint a committee as necessary to fulfill the responsibilities of the office.

Associate of Membership assists the Director of Membership who: is responsible for member recruitment & retention, welcome, and orientation and for enhancing the individual member relationship with the organization. The Director of Membership may appoint a committee as necessary to fulfill the responsibilities of the office. The Director of Membership operates within the budgetary guidelines established by the Board approved budget and/or budgets subsequently amended by the Board.

Associate of Programs assists the Directors of Programs who: partner to plan, coordinate, supervise, and evaluate monthly chapter meetings and speakers. The Directors of Programs may appoint a committee as necessary to fulfill the responsibilities of the office. The Directors of Programs operate within the budgetary guidelines established by the Board approved budget and/or budgets subsequently amended by the Board.

Associate of Special Events assists the Director of Special Events who: plans, coordinates, supervises, and evaluates special Chapter sponsored events, workshops, and seminars separate from the monthly Chapter program meeting. The Director of Special Events may appoint a committee as necessary to fulfill the responsibilities of the office. The Director of Special Events operates within the budgetary guidelines established by the Board approved budget and/or budgets subsequently amended by the Board.

Associate of Marketing assists the Director of Marketing who: is responsible for marketing the Chapter to our customers and community and for generating advertising income for the Chapter from vendors interested in marketing their products or services through the Chapter. The Director of Marketing may appoint a committee as necessary to fulfill the responsibilities of the office. The Director of Marketing operates within the budgetary guidelines established by the Board approved budget and/or budgets subsequently amended by the Board.

Associate of Communication assists the Director of Communication who: analyzes the Chapter's needs for communication technology. Also, the Director supervises and directs the maintenance, editing, and improvement of the Chapter Web Site. The director recommends to the board changes and improvements to the Chapter's information technology