

Willamette Valley AMA Chapter officer/board job descriptions.

#### AMERICAN MARKETING ASSOCIATION PRESIDENT

As the Chief Executive Officer of the chapter, the President is expected to perform all the duties specified by the Constitution and Bylaws or those approved by the Board of Directors.

The Chapter's success depends largely on the President's skill as a manager. The President establishes Chapter objectives for the year and determines whether these objectives contribute to the Chapter's long-range goals. Choosing the right people for the right jobs is key to a successful presidency, so special attention should be paid to nominating qualified people to the various committees.

Every President must be aware of and understand the AMA's administrative practices described in the AMA Operating Policies section above.

One of the President's most important responsibilities is to work with the President-Elect to prepare the Chapter for the following year.

#### Responsibilities

- Time commitment: 10 - 15 hours per week (though this estimate is highly dependent upon the structure of individual Chapters and the level of delegation to other Officers)
- Fiscal responsibility to Board and Members.
- Stewardship in ensuring the Chapter is better than previous and that leaders are developed to grow the Chapter and commitment to serve as an engaged Immediate Past President upon completion of term as President.
- Responsibilities common to all Officers and Directors.
- Attend monthly program meeting.
- Mandatory attendance at monthly board meetings.
- Ensure submission of all documentation to IH in a timely manner.

#### Requirements

- Minimum of two years board experience before becoming President.
- Successful track record of building and leading a team.
- Ability to coordinate the diverse efforts of the organization toward membership growth.

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#### AMERICAN MARKETING ASSOCIATION PRESIDENT-ELECT

While responsibilities can vary from Chapter to Chapter, the President-Elect's primary role is to assist the President and prepare for the upcoming year. The President-Elect is also expected to perform all the duties specified by the Constitution and Bylaws or those approved by the Board of Directors.

#### Responsibilities

- Time commitment: 5 - 10 hours per week
- Responsibilities common to all Officers and Directors.
- Attend monthly program meeting.
- Mandatory attendance at monthly board meetings.
- Assume the responsibilities of the President in his or her absence or inability to serve.

#### Requirements

- Successful track record of building and leading a team.
- Attend AMA Leadership Summit.

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#### VP SECRETARY

Effective communications is vital to a successful chapter and the Secretary's role of working with the President to prepare minutes, annual reports and document Chapter history is a key part of that success.

The Chapter Secretary is the communications coordinator - overseeing all correspondence with the members and outside entities - and should possess notable written communication skills. The Secretary is also expected to perform all the duties specified by the Constitution and Bylaws or those approved by the Board of Directors.

#### Responsibilities

- Time commitment: 4 - 8 hours per week
- Responsibilities common to all Officers and Directors.
- Attend monthly program meeting.
- Mandatory attendance at monthly board meetings.
- Submit monthly minutes and other reports as required by IH.

#### Requirements

- Excellent written communication skills.
- High-level organizational skills.

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#### VP TREASURER

The Treasurer is expected to perform all the duties specified by the Constitution and Bylaws or those approved by the Board of Directors. Additionally, Treasurers should refer to the "Financial Responsibility and Control" section of this document for details regarding AMA's financial philosophy and operating procedures.

#### Responsibilities

- Time commitment: 4 - 8 hours per week
- Responsibilities common to all Officers and Directors.
- Attend monthly program meeting.
- Mandatory attendance at monthly board meetings.
- Post Monthly Financial Reports to your Chapter's Yahoo! Group.
- Weekly responsibility to pick-up chapter mail at the downtown Post Office.

#### Requirements

- Excellent written communication skills.
  - High-level organizational skills.
- Experience as a CPA or a minimum two years accounting experience

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#### VP COMMUNICATIONS

The Vice President of Communications is responsible for regular communications with Chapter membership. The VP Communications is in charge of effectively, efficiently and consistently communicating to members and prospects to increase awareness, attendance, membership and involvement.

#### Responsibilities

- Time commitment: 5 - 10 hours per week
- Responsibilities common to all Officers and Directors.
- Attend monthly program meeting.
- Mandatory attendance at monthly board meetings.
- Lead and support all communication activities of the organization.
- Identify and prepare a communication volunteer to fill the VP of Communication role the following year.

#### Requirements

- Degree in communications, journalism or related field preferred.
- Excellent interpersonal skills.
- Ability to coordinate the diverse efforts of the organization for successful communications.

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#### VP MEMBERSHIP

The Vice President of Membership is responsible for leading a team of volunteers to support the membership recruiting strategy and ensure membership recruiting goals are met.

They must be familiar with the AMA membership procedures and material and are expected to perform all the duties specified by the Constitution and Bylaws or those approved by the Board of Directors.

#### Responsibilities

- Time commitment: 5 - 10 hours per week
- Responsibilities common to all Officers and Directors.
- Attend monthly program meeting.
- Mandatory attendance at monthly board meetings.
- Lead and support all membership activities of the organization.
- Identify and prepare a membership volunteer to fill the VP of Membership role the following year.

#### Requirements

- Minimum of five (5) years experience in program management, direct marketing or business development.
- Strong communication skills.
- Successful track record of building and leading a team.
- Ability to coordinate the diverse efforts of the organization towards membership growth.

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#### VP PROGRAMMING

The Vice President of Programming is responsible for developing and implementing the chapter's overall monthly program strategy as well as managing and leading a committee to implement these events. They must be familiar with event planning, possess excellent organizational skills and perform all the duties specified by the Constitution and Bylaws or those approved by the Board of Directors.

### Responsibilities

- Time commitment: 5 - 10 hours per week
- Responsibilities common to all Officers and Directors.
- Attend monthly program meeting.
- Mandatory attendance at monthly board meetings.
- Lead and support all programming activities of the organization.
- Identify and prepare a programming volunteer to fill the VP of Programming role the following year.

### Requirements

- Degree marketing or related experience.
- Experience planning and implementing high-profile events.
- Successful track record of building and leading a team.
- Ability to coordinate the diverse efforts of the organization for successful programming.

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### VP SPONSORSHIP

The Vice President of Sponsorships & Development is responsible for identifying Chapter needs that may be supported by corporate sponsorships and coordinates programs to involve the business community in Chapter affairs. This individual is in charge of procuring both fiscal and in-kind sponsorships for the Chapter as well as performing all the duties specified by the Constitution and Bylaws or those approved by the Board of Directors.

### Responsibilities

- Time commitment: 5 - 10 hours per week
- Responsibilities common to all Officers and Directors.
- Attend monthly program meeting.
- Mandatory attendance at monthly board meetings.
- Lead and support all sponsorship and development activities of the organization.
- Identify and prepare a volunteer to fill the VP of Sponsorships and Development role the following year.

### Requirements

- Sales and marketing background.
- Successful track record of building and leading a team.
- Ability to coordinate the diverse efforts of the organization for successful development.

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#### VP COLLEGIATE RELATIONS/COMMUNITY OUTREACH

The Vice President of Collegiate Relations is responsible for assisting local collegiate Chapters and provides for an exchange of benefits between the professional and collegiate Chapters as well as performing all the duties specified by the Constitution and Bylaws or those approved by the Board of Directors.

#### Responsibilities

- Time commitment: 5 - 10 hours per week
- Responsibilities common to all Officers and Directors.
- Attend monthly program meeting.
- Mandatory attendance at monthly board meetings.
- Lead and support all collegiate relations activities of the organization.
- Identify and prepare a collegiate relations volunteer to fill the VP of Collegiate Relations role the following year.

#### Requirements

- Excellent interpersonal skills.
- Ability to interface successfully with college students.
- Ability to coordinate the diverse efforts of the organization toward a successful collegiate relations program.

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#### VP RESEARCH

The Vice President of Research is responsible for Helping the Chapter make informed decisions based on research data that is collected and distributed on a monthly basis.

#### Responsibilities

- Time commitment: 5 - 10 hours per week
  - Responsibilities common to all Officers and Directors.
  - Attend monthly program meeting.
  - Mandatory attendance at monthly board meetings.
  - Complete the annual member/non-member satisfaction survey.
- Distribute and tabulate the monthly post-event survey and report it to the board

#### Requirements

- Degree in research or related field preferred.
- Excellent interpersonal skills.
- Ability to coordinate the diverse efforts of the organization for successful communications.

