

## Volunteer Job Description

### Club Vice President for Communications and Marketing

#### GENERAL DESCRIPTION:

The Vice President of Communications and Marketing will be responsible for creating lines of communication between the Board and the alumni living in the Club area.

#### SPECIFIC TASKS AND DUTIES:

- Responsible for production and maintenance of Club website
- Develops e-mail marketing schedule in conjunction with the Club Program Committees
- Serves as editor for Club email marketing.
- Determines production procedures for Club print mailings, if any.
- Creates a Communications and Marketing subcommittee as needed, members of the sub-committee may include the Club webmaster, email marketer, e-newsletter editor.

#### EXPECTED OUTCOMES AND TERM GOALS:

The Communications and Marketing Committee must meet at least four times annually (determine minimum number of members).

#### QUALIFICATIONS:

The VP of Communications and Marketing must be a current member of the Club. Past planning experience of an MIT Club event is preferred. Multiple alumni contacts in the area and strong networking skills are helpful.

#### TIME COMMITMENT:

The VP of Communications and Marketing position requires a time commitment of three to five hours per week.

#### TRAINING AND SUPPORT:

- The VP of Communications and Marketing is a direct report to the President
- The VP of Communications and Marketing will receive training from the prior VP, along with assistance from the President and Treasurer
- The VP of Communications and Marketing should seek consultative advice and guidance from the assigned Alumni Association staff person.

#### REPORT DATES:



The VP of Communications and Marketing is expected to deliver a verbal/written report of both past (results) and upcoming (plans) events at Board Meetings to be held four times a year. Should they be unable to attend, a written report must be submitted.

**BENEFITS:**

High visibility position with MIT Club. Position frequently succeeds to VP of Membership or President-Elect.