

Chapter Director at Large – Marketing and Communications

General Role Description for Chapter Director at Large

- Highly visible, senior leadership role offering significant exposure and networking opportunities in the local geography and across the global HBA organization.
- Direct reporting relationship to Chapter President; frequent interaction with various HBA volunteer leaders in the region and with HBA staff.
- Represents functional area in Chapter Board meetings and represents the chapter's perspective and needs to regional COE committees.
- Build and manages a high performing team of volunteers to define and achieve committee specific goals and objectives supporting short and longer term regional goals and functional excellence.
- Is continuously promoting the value of HBA and securing additional volunteers
- *Determines resources needs and size of committee*

- **Time requirements – approximately 4 – 10 hours per month in total**
 - 4-6 hrs per month managing her team
 - 2-4 hrs per month coordinating and aligning activities across the region and with HBA staff
 - 1 -2 hours per quarter in global functional meetings/forums

Key Tasks for Director at Large

- Manages the team (“committee”) of up to 15 depending on regional size
 - Responsible for securing, on-boarding and performance management of committee members
 - Ensures committee members are trained and have access to required tools and templates and compliance with HBA standard operating practices
 - Coaches and mentor's committee members, supporting their professional development
- Manages specific area of responsibility
 - Works with other chapter leaders on planning and prioritization of activities related to her functional area
 - Provides area specific annual plans and objectives, and monthly board reports on performance to Center of Excellence (COE) President and Chapter Operations Director, respectively
 - Works with Chapter Vice President and regional finance team to set and manage the committee budget, if required
- Leads functional area
 - Ensures functional area is represented in relevant COE meetings/conference calls
 - Ensures committee volunteers leverage and adhere to HBA Standard Operating Procedures, and when possible, provide ideas/input for process improvements

Marketing and Communications responsibilities

- Responsible for planning and implementation of chapter marketing, event promotion, communication and social medial activity
- Aligns strategic and tactical goals and activities with all other functional areas in chapter
- Ensure compliance with HBA branding standards and policies by all volunteers in chapter
- Ensures all committees have marketing materials needed for their specific area (e.g. volunteer recruitment)
- Manages Chapter marketing budget
- Build robust committee structure and strong committee leaders.
- Responsible for reporting status and data to Board.
- Committees
 - Event Promotion
 - Marketing
 - Communications
 - Social Media'