

Associate Vice President of Communications – Signature Speaker Series

- **Oversee all event-related communication functions with the goal of increasing:**
 - Event and sponsor awareness
 - Event attendance
 - Interest of potential speakers and sponsors

- **Develop new tactics and concepts to keep marketing efforts fresh and innovative.**

- **Manage/work with other volunteers performing the following functions:**
 - Task creation and assignment for each event in Asana; communication through Slack
 - Graphic development
 - Work with volunteer to obtain all necessary images/sizes
 - Sponsorship fulfillment
 - Work with Sponsorship VP to obtain assets
 - Ensure placement in necessary platforms (could be email, social, banners, etc.)
 - Eventbrite web pages
 - Provide content and necessary information to volunteer; review upon posting
 - Online community calendars
 - Provide content and graphics; review upon posting
 - Blog development
 - Review/edit pre- and post-event articles and send to webmaster
 - Social media (Facebook, Twitter, and LinkedIn)
 - Develop post content and graphics
 - Provide board members with content for posting on personal social channels
 - Email marketing/newsletters
 - Request graphics, submit content
 - Google AdWords
 - Provide fresh content for ads
 - Create looping PowerPoint deck (upcoming events, sponsors, other important updates)
 - Videos and follow-up materials
 - Post pre-event videos on AMA YouTube channel
 - Post recorded Zoom meetings/webinars on YouTube channel
 - Create website landing page (or entry in CIAC) with video, blogs, etc.
 - Website updates
 - Ensure upcoming events are on amamadison.org homepage
 - Keep the SSS page up to date (upcoming events, refresh photos, etc.)

- **Attend a monthly in-person board meeting and 30-minute conference call**

- **Organize and lead a monthly committee meeting or conference call**

Associate Vice President of Communications – Annual Conference

- Develop and execute a comprehensive communications plan with the goal of increasing:
 - Event and sponsor awareness
 - Event attendance
 - Interest of potential speakers and sponsors

- Work closely with the VP of Programming to develop speaker and session descriptions, etc.

- Manage/work with other volunteers performing the following functions:
 - Task creation and assignment for each event in Asana; communication through Slack
 - Graphic development
 - Work with volunteer to obtain all necessary images/sizes
 - Sponsorship fulfillment
 - Work with Sponsorship VP to obtain assets
 - Ensure placement in necessary platforms (website, email, social, banners, etc.)
 - Eventbrite web page
 - Provide content and necessary information to volunteer; review upon posting
 - AMA website and/or Conference in a Cloud platform
 - Provide content and necessary information to volunteer; review upon posting
 - Online community calendars
 - Provide content and graphics; review upon posting
 - Blog development
 - Review/edit pre- and post-event articles and send to webmaster
 - Social media (Facebook, Twitter, and LinkedIn)
 - Develop post content and graphics
 - Provide board members with content for posting on personal social channels
 - Email marketing/newsletters
 - Develop a content calendar/work with email volunteer to schedule
 - Develop and submit content as needed
 - Work with the VP of Communications to develop a promotional postcard
 - Google AdWords
 - Provide fresh content for ads
 - Coordinate development of on-site print materials (signs, agendas, folders/inserts, etc.)
 - Create looping PowerPoint deck (upcoming events, sponsors, other important updates)
 - Videos and follow-up materials
 - Post pre-event videos on AMA YouTube channel
 - Post recordings and blogs on YouTube channel, AMA site/CIAC

- Attend monthly and weekly 30-minute check-in calls