

Board of Director Role

**Position Title: Director of Conference and Partnerships**

Term: 2 years

Reports To: President

Voting Position: Yes

Supervisory Duties: Yes

Committee Members: Yes

Board Appointed: Yes

**Description:**

Working with the team, deliver an exceptional, profitable Puget Sound chapter conference through planning, marketing, budget, volunteer recruiting and contract review. Build partnerships with organizations to increase the chapter impact in the region and deliver increased value to members.

**Time Commitment:**

10-15 hours per month for non-conference months

20-30 hours per month for 6 months leading up to Conference

**Key Competencies:**

Relationship Management, Business Development, People Leadership, Event Management, Communication, Collaboration

**Primary Responsibilities:**

* Mentor and develop direct reports to engage and develop in their roles.
* Provide vision and strategy for the conference including, but not limited to, facility and vendor selection, conference theme, keynote and sponsor selection.
* In partnership with Marketing & Communications Director, create and execute a communication plan to drive awareness of conference, engage sponsors in supporting the chapter & identify partnership opportunities.
* Determine budget for team. Establish and obtain Board approval for Conference budget.
* Establish sponsorship targets for Sponsorship Manager.
* Supervise, mentor, and support Sponsorship Manager, Conference Manager, and Partnerships Coordinator. Assume the role of any team members that can no longer fulfill their commitment.
* Communicate Board vision and decisions to direct reports.
* Ensure new direct reports go through ATDps onboarding process.
* Work collaboratively with Director of Research & Director of Programs to review program evaluation data and annual membership survey results on a regular basis then make necessary changes to strategy or programming based on data trends.
* Inform Board of resources and support needed and requested by direct reports.
* Work collaboratively with other Board members to achieve mission and success measures for the chapter.
* Review job descriptions for team. Drive succession planning for team and contribute to board succession planning.

Work collaboratively with the board and team to accomplish the following:

* Work with Logistics coordinator to identify venue for annual conference at least 9 months in advance, selecting a date that does not conflict with ATD’s National conference or other local organizations major events (SHRM, ATD’s Cascadia Chapter, PNODN, Seattle-based conferences, etc.)
* Identify and develop relationships with key organizations in the Puget Sound. Work with Board to build a reusable record of key organizations and contacts.
* Ensure that conference session speakers/ presenters, including keynote(s), are selected at least 16 weeks in advance of conference date.
* Review marketing materials and communication plan in coordination with Director of Marketing & Communications.
* Develop and manages conference budget, letters of agreement, and contracts
* Procures conference funds through gifts, exhibitors, sponsorships and grants.
* Review feedback from previous conferences to create vision and strategy for the next one.

**Success Measures:**

* Robust database of actual and potential organizational sponsors in place.
* Conference attendance meets or exceeds attendance and revenue goals from preview year.
* Achieve goal net profit from conference.
* Conference date is advertised at minimum 6 months in advance
* Track all expenses and submit receipts for reimbursement within 30 days of purchase.
* Engages Board Members and Volunteers and works collaboratively to achieve goals.

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| **Privileges:** | **Additional Expectations:** |
| Free attendance at annual Conference | Member of ATD Puget Sound chapter for term |
| Voting member of the Board  100% reimbursement of local chapter membership dues during year 2  100% reimbursement for National membership  Position listed on your resume and LinkedIn profile | Member of ATD National for term  Attend monthly Board Meetings  Attend Board retreats (semi-annually)  Post comments/ engage in chapter’s social media Meet success measures listed above  Actively seek and develop leaders as potential successors for this role in the future |