

2022 ATD NYC Chapter Board Position Descriptions

The 2022 Nomination Process

To nominate yourself for a Board position for the 2022 calendar year, please email the following to Rosemary Okoiti at rosemary.okoiti@atdnyc.org by **5 p.m. on Friday, July 30, 2021**.

Note: Roles will continue to be recruited after the deadline if there are no applicants.

1. 1-page letter citing: the role you seek and a brief explanation of your background (skill set and experience) that qualifies you for the position.
2. A brief biographical statement.
3. Current copy of your resume/CV

All candidates will participate in phone interviews with members of the Nominating Committee. The final board slate will be voted on by the full chapter membership.

The 2022 Board of Directors Position Descriptions

(Scroll down or click a specific role below)

[***President***](#)

[***President-Elect***](#)

[***Vice President, Programs***](#)

[***Vice President, Special Interest Groups \(SIGs\)***](#)

[***Vice President, Marketing***](#)

[***Vice President, Sponsorships***](#)

[***Vice President, Membership***](#)

[***Vice President, Finance***](#)

[***Vice President, Talent Management***](#)

[***Vice President, Technology***](#)

2022 ATD NYC Chapter Board Position Descriptions

President

Summary: The President chairs the ATD NYC Board of Directors and oversees all functions and work of the Chapter.

Primary Responsibilities

As a member of the Board of Directors:

- Shares responsibility for the leadership of the Chapter
- Operates the Chapter according to the highest ethical and fiduciary standards
- Demonstrates teamwork and support of other Board members
- Maintains the Playbook for his/her Board position

As President:

- Chairs and oversees Board meetings
- Defines Chapter theme, goals and objectives for Presidency year
- Defines Chapter budget in collaboration with Chapter functional VPs and VP of Finance
- Serves as advisor and consult for all functions
- Coaches existing board members when appropriate
- Collaborates with leadership team to ensure that the Chapter is effectively identifying, recruiting and tasking potential volunteers who may become future Chapter leaders
- Discerns candidates and appoints leadership positions in cases of vacancies with input from the Board
- Manages and oversees work of the Chapter Administrator
- Continues as Immediate Past President and serves on the Board of Directors the following year with primary responsibility to advise the new President and Board, participate as part of the Nomination Committee, and take on other special project(s) as appropriate
- Maintains communication and relationship with ATD National

Desired Qualifications

- Strong leadership, strategy and execution skills
- Strong analytical and decision-making skills
- Experience leading organizations, people, strategy and large projects, including the development of teams and for own succession planning
- Track record for delivering results; takes accountability and initiative for achieving established goals
- Stays current in field of talent development
- Good verbal and written communication skills
- Strong interpersonal skills

Other Requirements

- Member of ATD NYC in good standing
- Member of ATD National in good standing
- Attendance at a minimum of 9 Monthly Chapter Events, with a total of 12 events for the year (Chapter/SIG/other)

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2022 ATD NYC Chapter Board Position Descriptions

President-Elect

Summary: The President-Elect acts for the President in the President's absence or at the discretion or direction of the President, and will assume the President's role the following year and continues in an advisory role as Immediate Past President. The President-Elect serves as Chair of the Nominating Committee, and facilitates planning in preparation for his or her term as President.

Primary Responsibilities

As a member of the Board of Directors:

- Shares responsibility for the leadership of the Chapter
- Operates the Chapter according to the highest ethical and fiduciary standards
- Demonstrates teamwork and support of other Board members
- Maintains the Playbook for his/her Board position

As President-Elect:

- Acts for the President in the President's absence, or at the discretion or direction of the President and will assume President's role the following year
- Acts as the Chapter's liaison to ATD National so that the Chapter takes advantage of its resources, network and Chapter promotional opportunities
- Represents the Chapter with ATD National and various business development and public relations venues
- Observes the President and other board members to learn how the chapter operates and facilitate his/her transition to President the following year
- Serves as the Chair of the Nominating Committee and facilitates planning in preparation for his or her term as President
- Collaborates with leadership team to ensure that the Chapter is effectively identifying, recruiting and tasking potential volunteers who may become future Chapter leaders
- Defines their goals and objectives for the following year
- Coaches existing board members when appropriate

Desired Qualifications

- Strong leadership, strategy and execution skills
- Strong analytical and decision-making skills
- Experience leading organizations, people, strategy and large projects, including the development of teams and for own succession planning
- Track record for delivering results; takes accountability and initiative for achieving established goals
- Stays current in field of talent development
- Good verbal and written communication skills
- Strong interpersonal skills

Other Requirements

- Member of ATD NYC in good standing
- Member of ATD National in good standing
- Attendance at a minimum of 9 Monthly Chapter Events, with a total of 12 events for the year (Chapter/SIG/other)

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2022 ATD NYC Chapter Board Position Descriptions

Vice President, Programs

Summary: The Vice President of Programs is responsible for monthly Chapter program planning (not including SIG events), two regional webinar series and the Chapter's online professional development assets.

Primary Responsibilities

As a member of the Board of Directors:

- Shares responsibility for the leadership of the Chapter
- Operates the Chapter according to the highest ethical and fiduciary standards
- Demonstrates teamwork and support of other Board members
- Maintains the Playbook for his/her Board position
- Develops his/her successor
- Actively engages in their successor's transition to ensure continuity of chapter initiatives:
 - Recruits candidates to be considered, prepares the selected candidate for their function, and remains a consultant to their successor, as needed
- Builds, leads, and develops his/her team of volunteers, or committee. Currently, the role oversees two Assistant Vice President Programs roles.

As VP of Programs:

- Develops an annual plan for the monthly Chapter programs consisting of events, webinars and resources (program collateral material and Knowledge Center) on cutting edge topics aligned with the ATD Areas of Expertise.
 - Ensures the programs include learning objectives, value propositions, and speakers who are thought leaders
 - Holds virtual and in-person chapter events each year, including the
 - December holiday party (which is also chapter's "annual meeting")
 - Summer mixer event with peer organizations
 - Coordinates with other organizations and with ATD NYC SIGs to potentially share speakers, co-sponsor sessions, or hold networking mixers
- Chairs the Program Committee; identifies, recruits and coordinates volunteers to accomplish the plan
- Produces programs in conjunction with Program AVPs and/or committee:
 - Obtains commitment from program presenter(s); including resources for publication on the website
 - Writes powerful program descriptions that attract participants to events
 - Work with VP, Marketing to produce companion marketing for website posting, e-blast, and social media
 - Manages event logistics including securing an event location, contacting venue coordinator about presenter's equipment needs, placing order for food and drinks, and remote access to events if appropriate
 - Oversees creation and distribution of program evaluations and compilation of results for communication to the Board
- Coordinates with VP Technology and other board members to communicate program information well in advance of events
- Supervises the Webinar Series Leader/committee

continued

2022 ATD NYC Chapter Board Position Descriptions

Vice President, Programs - continued

Desired Qualifications

- Exceptional interpersonal skills, especially with speakers and thought leaders
- Instructional design experience is a plus
- Can collaborate with board and committee members to source excellent program presenters by tapping into personal and professional networks
- Experience producing digital and in-person events.
- Experience leading organizations, people, strategy and large projects, including identification of talent, delegating to people's strengths and interests, coaching and developing others
- Strong decision-making ability
- Track record for delivering results; takes accountability and initiative for achieving established goals
- Is resourceful: can find ideas and modify them into the best solutions
- Stays current in field of talent development
- Good verbal and written communication skills

Other Requirements

- Member of ATD NYC in good standing
- Member of ATD National in good standing
- Attendance at a minimum of 9 Monthly Chapter Events, with a total of 12 events for the year (Chapter/SIG/other)

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2022 ATD NYC Chapter Board Position Descriptions

Vice President, Special Interest Groups (SIGs)

Summary: The Vice President of Special Interest Groups is responsible for supervision of all Special Interest Groups (SIG) and the recording and publishing of specified SIG program content to the Board and members.

Primary Responsibilities

As a member of the Board of Directors:

- Shares responsibility for the leadership of the Chapter
- Operates the Chapter according to the highest ethical and fiduciary standards
- Demonstrates teamwork and support of other Board members
- Maintains the Playbook for his/her Board position
- Develops his/her successor
- Actively engages in their successor's transition to ensure continuity of chapter initiatives:
 - Recruits candidates to be considered, prepares the selected candidate for their function, and remains a consultant to their successor, as needed.
- Builds, leads, and develops his/her team of volunteers, or committee

As VP of Special Interest Groups:

- Works with SIG leaders to develop the skills necessary to deliver successful events that both educate members and help build community within the Chapter
- Coaches SIG leaders to analyze their audience and develop a strategy/programming mix to reach them
- Supervises, coordinates and implements SIG standards for all Chapter SIGs, in adherence with the Chapter Leadership Guide
- Coaches and mentors SIG leaders in protocol and Chapter representation
- Enforces attendance protocols; summarizes attendance histories to report to the Chapter Board
- Ensures creation and distribution of program evaluations and compilation of results for communication to the Board and other appropriate parties
- Provides guidance to SIG leaders, as needed, pertaining to SIG operations such as identifying leaders/volunteers, brainstorming venues, marketing, promoting and running events
- Facilitates scheduling of SIG programs to interface with broader programming schedule ensuring advanced posting of events and minimizing date conflicts
- Monitors the publishing of SIG events on Chapter website and eblast notifications to Chapter email list
- Actively promotes SIG programs at Chapter meetings directly or through a designee
- Monitors SIG best practices and challenges to share with SIG leaders and Chapter Board
- Fosters SIG collaboration and SIG leaders' relationship building

Desired Qualifications

- Ability to coach others
- Experience leading organizations, people, strategy and large projects, including identification of talent, delegating to people's strengths and interests, coaching and developing others
- Strong decision-making ability
- Track record for delivering results; takes accountability and initiative for achieving established goals
- Stays current in field of talent development
- Strong interpersonal skills
- Good verbal and written communication skills

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2022 ATD NYC Chapter Board Position Descriptions

Vice President, Special Interest Groups (SIGs) - continued

Other Requirements

- Member of ATD NYC in good standing
- Member of ATD National in good standing
- Attendance at a minimum of 9 Monthly Chapter Events, with a total of 12 events for the year (Chapter/SIG/other)

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2022 ATD NYC Chapter Board Position Descriptions

Vice President, Marketing

Summary: The Vice President of Marketing is responsible for the communication/brand strategy - internal to the Chapter and external to the public-at-large.

Primary Responsibilities

As a member of the Board of Directors:

- Shares responsibility for the leadership of the Chapter
- Operates the Chapter according to the highest ethical and fiduciary standards
- Demonstrates teamwork and support of other Board members
- Maintains the Playbook for his/her Board position
- Develops his/her successor
- Actively engages in their successor's transition to ensure continuity of chapter initiatives:
 - Recruits candidates to be considered, prepares the selected candidate for their function, and remains a consultant to their successor, as needed.
- Builds, leads, and develops his/her team of volunteers, or committee

As VP of Marketing:

- Develops an annual marketing plan to increase visibility and presence of the Chapter in New York City metro area among local learning/talent development professionals and organizations
- Partners with the VP of Membership to develop strategies that achieve the growth and retention of Chapter membership
- Works with other board members to create a Chapter Value Proposition
- Chairs the Marketing Committee; identifies, recruits and coordinates volunteers in order to accomplish the plan
- Manages the Chapter's public image through communications, promoting the chapter internally and externally
- Sets Chapter communication guidelines; partners with other board members to ensure all messages are delivered in a timely and effective manner
- Updates the ATD NYC Brand Book and the Chapter key messages as needed
- Supervises the Associate VPs (AVPs) who are responsible for specific marketing areas to support ATD NYC chapter goals and message. Examples include:
 - The AVP of Social Media (if any):
 - Develops a strategy and schedule for marketing upcoming events, speakers, and news via social media
 - Develops a strategy and schedule for posting content that enriches our members based on their expressed areas of development
 - Develops a strategy to establish and grow a dynamic online Chapter community
 - Is familiar with how companies and member organizations leverage social media to attract, engage, and retain customers/members
- Supervises volunteers who write articles about chapter events and members on the LinkedIn platform.

continued

2022 ATD NYC Chapter Board Position Descriptions

Vice President, Marketing - continued

Desired Qualifications

- Working knowledge of marketing fundamentals; marketing experience is a plus
- Strong interpersonal skills
- Good verbal and written communication skills
- Experience leading organizations, people, strategy and large projects, including identification of talent, delegating to people's strengths and interests, coaching and developing others
- Strong decision-making ability
- Track record for delivering results; takes accountability and initiative for achieving established goals
- Stays current in field of talent development

Other Requirements

- Member of ATD NYC in good standing
- Member of ATD National in good standing
- Attendance at a minimum of 9 Monthly Chapter Events, with a total of 12 events for the year (Chapter/SIG/other)

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2022 ATD NYC Chapter Board Position Descriptions

Vice President, Sponsorships

Summary: The Vice President of Sponsorship oversees and manages ATDNYC's fundraising strategy, identifying and closing new and existing sponsor relationships, ensuring the Chapter has funding to achieve our mission and goals.

Primary Responsibilities

As a member of the Board of Directors:

- Shares responsibility for the leadership of the Chapter
- Operates the Chapter according to the highest ethical and fiduciary standards
- Demonstrates teamwork and support of other Board members
- Maintains the Playbook for his/her Board position
- Develops his/her successor
- Actively engages in their successor's transition on to ensure continuity of chapter initiatives:
 - Recruits candidates to be considered, prepares the selected candidate for their function, and remains a consultant to their successor, as needed.
- Builds, leads, and develops his/her team of volunteers, or committee

As VP of Sponsorships:

- Develops and implements new Sponsor recruitment programs, and maintains Sponsor relationships

Desired Qualifications

- Strong interpersonal skills
- Good verbal and written communication skills
- Experience leading organizations, people, strategy and large projects, including identification of talent, delegating to people's strengths and interests, coaching and developing others
- Strong decision-making ability
- Track record for delivering results; takes accountability and initiative for achieving established goals
- Stays current in field of talent development

Other Requirements

- Member of ATD NYC in good standing
- Member of ATD National in good standing
- Attendance at a minimum of 9 Monthly Chapter Events, with a total of 12 events for the year (Chapter/SIG/other)

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2022 ATD NYC Chapter Board Position Descriptions

Vice President, Membership

Summary: The Vice President of Membership is responsible for the strategy to recruit, onboard, and retain membership in the Chapter.

Primary Responsibilities

As a member of the Board of Directors:

- Shares responsibility for the leadership of the Chapter
- Operates the Chapter according to the highest ethical and fiduciary standards
- Demonstrates teamwork and support of other Board members
- Maintains the Playbook for his/her Board position
- Develops his/her successor
- Actively engages in their successor's transition to ensure continuity of chapter initiatives:
 - Recruits candidates to be considered, prepares the selected candidate for their function, and remains a consultant to their successor, as needed.
- Builds, leads, and develops his/her team of volunteers, or committee

As VP of Membership:

- Has overall responsibility for strategies that achieve the growth and retention of Chapter membership
- Develops and manages a Chapter Membership plan for the year which includes specific goals and activities designed to meet those goals
- Chairs the Membership Committee; identifies, recruits and coordinates volunteers in order to accomplish the plan
- Develops and implements new member recruitment programs
 - Coordinates activities to increase the membership
 - Appoints one or more Associate VPs (AVP) to manage membership-related activities that help recruit, welcome and engage new members; supervises the activity of the AVPs and helps identify opportunities to increase the impact of the roles on behalf of the chapter
- Develops, implements and reviews retention activities to reduce lapsed membership rates, such as:
 - New Member Welcome Webinars
 - Ambassador Program (or something similar)
 - Initiatives to identify reasons for non-renewal
 - Yearly membership survey
- Develops a strategy to attract and retain Corporate Members
- Analyzes and reviews the impact of recruitment and retention activities on an ongoing basis, including conversions of non-members to members and their effect on increasing PowerMembership
- Coordinates activities to identify reasons for non-renewal of membership
- Reports to the Chapter President and Board of Directors on a monthly basis membership changes and trends, and impact of programs to attract new members and retain current members
- Ensures membership data is accurate, up-to-date, and backed up on a regular basis
- Partners with VPs of Marketing and Finance on pricing and promotion strategies

continued

2022 ATD NYC Chapter Board Position Descriptions

Vice President, Membership - continued

Desired Qualifications

- Experience leading organizations, people, strategy and large projects, including identification of talent, delegating to people's strengths and interests, coaching and developing others
- Strong decision-making ability
- Track record for delivering results; takes accountability and initiative for achieving established goals
- Strong analytical skills
- Stays current in field of talent development
- Good verbal and written communication skills
- Strong interpersonal skills

Other Requirements

- Member of ATD NYC in good standing
- Member of ATD National in good standing
- Attendance at a minimum of 9 Monthly Chapter Events, with a total of 12 events for the year (Chapter/SIG/other)

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2022 ATD NYC Chapter Board Position Descriptions

Vice President, Finance

Summary: The Vice President of Finance is responsible for the financial strength of the Chapter so it can achieve its strategic goals.

Primary Responsibilities

As a member of the Board of Directors:

- Shares responsibility for the leadership of the Chapter
- Operates the Chapter according to the highest ethical and fiduciary standards
- Demonstrates teamwork and support of other Board members
- Maintains the Playbook for his/her Board position
- Develops his/her successor
- Actively engages in their successor's transition to ensure continuity of chapter initiatives:
 - Recruits candidates to be considered, prepares the selected candidate for their function, and remains a consultant to their successor, as needed.
- Builds, leads, and develops his/her team of volunteers, or committee

As VP of Finance:

- Performs general accounting duties for the Chapter finances
- Maintains financial books for Chapter
- Maintains all Chapter financial accounts and essential records
- Presents monthly financial status report to President and Board during regular board meetings
- Responsible for submitting the chapter's annual federal tax return during Nov of their year of service; confirms filing date every year
- Ensures that Chapter meets all State and Federal regulations
- Pays annual insurance premiums and reviews coverage annually to ensure that it is adequate
- Assists Chapter Board with receiving and tracking revenue generated by professional development and fundraising events
- Pays bills upon receipt of invoices for expenses
- Partners with VPs of Marketing and Membership on pricing and promotion strategies
- Works with President to identify and hire an accountant for an external audit of the Chapter books every 3 years (next due in 2022); and ensures an internal audit takes place every year
- Chairs the Finance Committee which includes the President, President-Elect and Past President

Desired Qualifications

- Relevant finance experience
- Strong attention to detail
- Experience leading organizations, people, strategy and large projects, including identification of talent, delegating to people's strengths and interests, coaching and developing others
- Track record for delivering results; takes accountability and initiative for achieving established goals
- Stays current in field of talent development
- Good verbal and written communication skills

continued

2022 ATD NYC Chapter Board Position Descriptions

Vice President, Finance - continued

Other Requirements

- Member of ATD NYC in good standing
- Member of ATD National in good standing
- Attendance at a minimum of 9 Monthly Chapter Events, with a total of 12 events for the year (Chapter/SIG/other)

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2022 ATD NYC Chapter Board Position Descriptions

Vice President, Talent Management

Summary: The Vice President of Talent Management is responsible for developing the Chapter volunteer talent so that the leadership bench and pipeline are strong.

Primary Responsibilities

As a member of the Board of Directors:

- Shares responsibility for the leadership of the Chapter
- Operates the Chapter according to the highest ethical and fiduciary standards
- Demonstrates teamwork and support of other Board members
- Maintains the Playbook for his/her Board position
- Develops his/her successor and actively engages in their successor's transition to ensure continuity of chapter initiatives:
 - Recruits candidates to be considered, prepares the selected candidate for their function, and remains a consultant to their successor, as needed.
- Builds, leads, and develops his/her team of volunteers, or committee

As VP of Talent Management:

- Develops and implements a strategy for building a pipeline of potential Chapter leaders from entry level volunteer all the way to executive leadership. This includes the design of progression pathways, developmental support, activities to build volunteer community, and recognition of volunteers.
- Chairs the Talent Management Committee; identifies, recruits and coordinates volunteers in order to accomplish the plan
- Supervises one or more Associate VPs (AVP) who identify, recruit and track member volunteers
- Collaborates with board members to document short term and long term volunteer support needs, works with AVPs to identify and place volunteers to meet chapter needs
- Leads the talent management process, including periodic talent evaluation, review & development planning
- Serves as a performance consultant to the Board to ensure it functions as a high-performing team
- Coaches board members to make them more comfortable and productive in their roles

Desired Qualifications

- Organizational development experience
- Experience developing high performance teams
- Coaching experience
- Experience leading organizations, people, strategy and large projects, including identification of talent, delegating to people's strengths and interests, coaching and developing others
- Strong decision-making ability
- Track record for delivering results; takes accountability and initiative for achieving established goals
- Stays current in field of talent development
- Good verbal and written communication skills

Other Requirements

- Member of ATD NYC in good standing
- Member of ATD National in good standing
- Attendance at a minimum of 9 Monthly Chapter Events, with a total of 12 events for the year (Chapter/SIG/other)

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2022 ATD NYC Chapter Board Position Descriptions

Vice President, Technology

Summary: The Vice President of Technology defines the technology strategy to ensure the Chapter meets its strategic objectives of engaging membership and strengthening the ATD NYC brand.

Primary Responsibilities

As a member of the Board of Directors:

- Shares responsibility for the leadership of the Chapter
- Operates the Chapter according to the highest ethical and fiduciary standards
- Demonstrates teamwork and support of other Board members
- Maintains the Playbook for his/her Board position
- Develops his/her successor
- Actively engages in their successor's transition to ensure continuity of chapter initiatives:
 - Recruits candidates to be considered, prepares the selected candidate for their function, and remains a consultant to their successor, as needed.
- Builds, leads, and develops his/her team of volunteers, or committee

As VP of Technology:

- Defines the Chapter's technology portfolio needed to support the Chapter's operating and communication needs
- Chairs the Technology Committee; identifies, recruits and coordinates volunteers in order to accomplish the plan
- Supervises one or more Associate VPs (AVP) with specific duties in areas like website management, LearnAmp, Slack or webinar technology management (Zoom)
- Provides expertise to fellow Chapter leaders and volunteers on how to use technology to meet their specific goals
- Assesses, proposes and leads the implementation of new technology for the Chapter to meet its goals, including tools to make Chapter operations more efficient or effective
- Mitigates risk for the Chapter by managing security processes for technology accounts, account set ups, password management, permissions, etc.
- Ensures the Chapter Administrator, AVPs and other volunteers are appropriately trained on our technology platforms

Desired Qualifications

- Relevant technology expertise – websites, social media, virtual classrooms, webinars, mobile, membership platform and database
- Stays current in technology trends
- Experience leading organizations, people, strategy and large projects, including identification of talent, delegating to people's strengths and interests, coaching and developing others
- Strong decision-making ability
- Track record for delivering results; takes accountability and initiative for achieving established goals
- Good verbal and written communication skills
- Stays current in field of talent development

continued

2022 ATD NYC Chapter Board Position Descriptions

Vice President, Technology - continued

Other Requirements

- Member of ATD NYC in good standing
- Member of ATD National in good standing
- Attendance at a minimum of 9 Monthly Chapter Events, with a total of 12 events for the year (Chapter/SIG/other)

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