



Role Description: VP Marketing

Key Accountability:

This role leads marketing activity for the chapter. This role helps amplify the general profile of professional coaching in the Ohio Valley to professional coaches, the media, and the general public. The role leverages volunteer resources and a diverse media mix to be successful.

Direct Measures of Success:

- Earned media (print, radio, tv)
- Followers on social media
- Website traffic on www.icfohiovalley.org

In-Direct Measures of Success:

- Membership growth and retention
- Chapter financial health

Time Commitment:

This role is expected to volunteer an average of 3-5 hours of time each month to the following activities:

- Board Meeting: 1-2 hours per month (preparation, attendance, and follow-up)
- Marketing Committee meetings: 1 hour per month (preparation, facilitation of 0.5 hour meeting of volunteers, and any necessary follow-up)
- Committee Activity: 1-2 hours per month

Qualifications:

To be a successful volunteer leader in this role, the incumbent must possess:

1. Commitment: Demonstrated commitment to the International Coach Federation, ICF Ohio Valley Charter Chapter, and the advancement of professional coaching in this region of the United States

2. Volunteer leadership:

- Recruiting: Ability to recruit a diverse group of volunteers from throughout the region to serve on the committee – preferably at least one representative each from Cincinnati, Lexington, and Louisville who have an interest, familiarity, or experience in promotional activity; ability to

synthesize talent and fill gaps as needed

- Engagement: Ability to engage volunteers by understanding their unique strengths and passion and then co-creating and delegating opportunities that activate volunteer talent in meaningful activities that advance the mission of the chapter
- Acknowledgement: Ability to acknowledge, recognize and coach the contribution of committee volunteers
- Succession: Ability to identify and develop a successor
- Regional leadership: Ability to lead a diverse group of volunteers from throughout the geographic region

3. Integration with chapter leadership team: Ability to collaborate and co-create with other chapter leaders and chapter virtual assistant

4. Chapter communications: Ability to communicate with members and the general public via a variety of communication channels based upon the preferences of a diverse membership (via email, phone, in-person, print, video, and social media)

5. Fiduciary accountability:

- Follow chapter policies and procedures
- Propose, get approved, and manage marketing expense budget
- Help sell and fulfill chapter sponsorships

Role desirables:

- PR experience or a willingness to pitch stories to regional business and lifestyle media
- Expertise or a willingness to learn, understand, and leverage website analytics – specifically Google analytics for www.icfohiovalley.org
- WordPress website expertise or a willingness to learn
- ICF credential holder (ACC, PCC, or MCC) or current enrollment working towards completion of an ICF Accredited Coach Training Program (ACTP) with the intent of obtaining an ICF credential

Tools utilized:

- Internet
- Social media: Facebook, LinkedIn, Twitter
- Email
- Phone