

**Position Overview**

The Communications Chair is responsible for synchronizing all conference marketing, branding, and communications.

**Background**

The Texas Volunteer Management Conference (TVMC) is the leading educational event for current and emerging volunteer management professionals in Texas and neighboring states. Since 1991, this annual conference has provided an opportunity to learn from content experts, thought leaders, and seasoned practitioners who are outstanding in their fields. The TVMC is planned and executed by professionals from organizations that are leaders in the field of volunteer engagement.

TVMC was hosted virtually in 2021 and 2022. The virtual audience doubled the size of the conference from 2019's audience of 223 to a sold out audience of 500. The conference for 2023 was paused to reflect on the past and strategically plan for how to best support the growth of the conference.

The Host Agencies, which include VolunteerNow, DOVIA of Tarrant County, and DADV, are excited to relaunch TVMC in person with hybrid components in 2024.

**Responsibilities & Oversight**

- Develop and implement the annual marketing and brand strategy
- Establish budget and maintain cost controls for website, program books, signage, graphics and other marketing materials
- Partner with Leadership Team to concept annual theme
- Oversee and provide guidance to the Website Manager and Social Media Manager
- Content creation for various platforms
- Secure sponsorships and in-kind donations/gifts to help underwrite cost
- Participate and follow through with Leadership Team meetings and work.
- Pay any conference fee approved by Leadership Team
- Work with TVMC Chair to create a slide deck/ presentation for the day(s) of the conference
- Attend the TVMC

**Qualifications**

- Well organized, ability to multitask
- Able to delegate/follow through promptly
- Prior conference marketing experience a plus
- Able to produce web and marketing content and materials
- Knowledge of Social Media Marketing

- Team player and strong editing/writing skills

### **Communications Chair Tasks**

This serves as an overview of the tasks which require attention from the Communications Chair. This list is a guideline and additional duties might be added to ensure the success of the conference.

- Oversee the Communications Team
  - o Conference communications team includes the following:
    - Website Manager
    - Social Media Manager
  - o Prepare and facilitate regular Communications Team meetings
  - o Available to the Communication Team to troubleshoot any potential issues
- Oversee the website and social media platforms
- Administer budget
  - o maintain accurate records
  - o approve expenditures of Communication Team members
- Content creation should include the following:
  - o Website
  - o Social media posts
  - o Press releases
  - o All printed materials
    - program booklet
    - signage
- Designing slide deck/ presentation for day(s) of the conference
- Attend TVMC and assist with set-up, execution, and clean-up of the event.

**Reports To:** Conference Chair

**Length of Term:** Service term shall be a minimum of 1 year

**Time Commitment:** 5 Hours/Month with increased hours before registration opens

**Voting Status:** Voting Member

**Benefits:** Support and advance volunteer management professionals and the profession in Texas and surrounding states. Participation in planning and experience in committee coordination and management. Enhance skills in social media marketing.