



JOB DESCRIPTION

Vice President - Programs

The responsibilities of the Program Vice President are:

- Plan and execute 10 events and programs with topics that will address the diverse interests of the members as well as entertain and inform. Programs should attract an audience representing a large cross section of the membership and raise the visibility of the club within the membership and the community at large.
- Ideally recruit 6 committee members
(Committee should be comprised of representatives from the various disciplines of the advertising industry such as TV, radio, newspaper, agency, creative, client, etc..)
- Set a calendar of programs and events for the year
- Programs should ideally make a profit or break even
- Coordinate the promotion of programs with the Communications Committee and Director of Operations
 - Ensure that all information (event details, graphics, and information) is provided in a timely manner to the Communications Committee so they can promote the event effectively.
- Present program speaker(s) with speaker gift at end of program and send a thank you letter on behalf of the club after the meeting
- Communicate with Executive Committee and treasurer to ensure that programs meet budget targets. Any budget over runs must be approved by the Executive Committee
- Maintain regular contact with Board of Directors
- Coordinate with Sponsorship Chair to secure sponsors for the program
- Manage and adhere to budget.
- Gather the committees work throughout the year to include in the Club Achievement books that are compiled in January and February. Use existing CA Books as a template and as a playbook and planning guide throughout the year
- Prepare a monthly written report. Committee VP's are expected to attend the monthly Board of Directors meetings. If unable to attend the board meeting, please arrange for someone to represent the committee and provide a report and update

- Provide report to the Director of Operations 1 week prior to monthly board meeting

Committee Responsibilities:

- Work with Programming VP to produce Programs throughout the year to develop programs and events
- The committee will:
 - Secure speakers
 - Confirm speakers in writing
 - Determine the format for each particular program
 - Determine who will introduce speaker
 - Pick up/entertain/host the speaker
 - Meet speaker the day of program and assure he/she has equipment/materials needed
 - Coordinate with the Director of Operations on equipment/venue needs prior to the event date
 - Send thank you letter to speakers
 - Adhere to budget allowance