



## Strategic Partnerships/Community Involvement Director

### Position Summary:

The Strategic Partnerships and Community Involvement Director oversees activities related to the marketing of ASTD Maryland, its activities and value of membership to local businesses, organizations, vendors and other professional associations. The goal of this position is to secure sponsorships and develop partnerships that are mutually beneficial to both ASTD Maryland and the partnering organization. In addition, this position is responsible for the community service activities by the membership of ASTD Maryland.

### Time Commitment:

Term: 2 years

### Responsibilities:

#### Sponsorship and Partnership Development: 8-10 hours per month

- Develop and maintain potential sponsor/partner list
  - List should include local businesses, organizations, vendors, and associations
- Solicit sponsors for chapter activities including, but not limited to:
  - Programs, conferences, website, newsletter, events
- Promote ASTD Maryland membership and activities to organizations, college/universities, and other professional associations
- Attend community events looking for partnership and marketing opportunities
- Work with Communications Director to:
  - Ensure appropriate placement of sponsor message on website, in newsletters and other ASTD Maryland member media outlets
  - Develop communication and marketing materials for distribution
- Oversight of community service activities for ASTD Maryland
  - Solicit opportunities for the membership, identify volunteers/committees, work with community organization to ensure their needs are met by our membership, ensure completion of activities

#### Board Participation – Approximately 4 hours per month

- Attends board meetings, chapter programs, and regular committee meetings
- Advise Board of community/organization interests in ASTD Maryland
- Represents the chapter professionally and ethically
- Participates in board meetings and chapter meetings, and the ASTD Chapter Leadership Conference (ALC)

### Qualifications:

- Skilled in written and verbal communication, personal interaction and problem-solving
- Ability to plan, organize and execute activities as required by the position
- Ability to complete projects within established timeframes
- Ability to delegate tasks and monitor follow-through
- Ability to lead committee members
- Time available to fully participate in chapter events
- This position requires joint membership to ASTD National and ASTD Maryland Chapter. These membership dues are reimbursable after 6 months on the board