



BOARD OF DIRECTORS: REPRESENTATIVE COMMITTEE CHAIR SERVICE DESCRIPTION

TITLE: MARKETING & TECHNOLOGY CHAIR

PAY CLASS: UNPAID VOLUNTEER

TERM OF OFFICE: TWO YEARS (from annual meeting through end of two subsequent annual meetings). Shall not serve longer than three consecutive terms, or six years.

POSITION REQUIREMENT

Must be a current dues paying member of the association. Must be from a county or city government.

IMPACT

Citizen participation is important to the vitality of local governments. Volunteers bring a variety of skills and life experiences to local government agencies, strengthen communities and the democratic process, and help local governments operate more cost-effectively. NAVPLG promotes the development of well-managed volunteer programs in local government and fosters effective partnerships at the national, regional, state and local level. Board of directors, committee chairs, and members form close-knit, working relationships to magnify the social return on volunteer engagement and network with local government officials to strengthen the volunteer workforce and supplement the diverse programs that nourish and fortify our communities.

RESPONSIBILITIES

Policy Administration: Responsible for ensuring the association operates within its adopted by-laws. Acts on proposed revisions to by-laws. Recommends policies that determine the purpose, governing principles, functions, and activities of the association.

Evaluation: Regularly monitors the activities of the association including committee work, proposals, and operations.

Public Relations: Understands and interprets the work of the association to other interested parties and organizations.

Finance: Approves and monitors the association's finances. Responsible for developing annual budget, and authorizing and approving the annual audit.

Programs: Participates in planning, monitoring, and evaluation of programs of the association.

DUTIES

Assist in the development and implementation of a marketing work plan.

Work with membership chair to set objectives and strategies for social media promotion of the association.

Assist in the creation of NAVPLG marketing material, when required.

Maintain website and assist committee chairs and board members in the utilization of the website.

Assist in the creation, facilitation and maintenance of online discussion threads for the various committees and local government segments on the website.

REQUIREMENTS

Demonstrates interest in the goals and objectives of the association with a commitment to participate in all board meetings, serve on committees, and engage in activities.

The responsibilities and duties listed above are intended only as illustrations of the various types of work that may be performed. For additional support, reference NAVPLG BYLAWS and resources at www.navplg.org

QUALIFICATIONS

Ability to communicate courteously and effectively with the public on all age levels and cultural backgrounds, both verbally and in writing.
