



## The WICT Network Chapter Leader Position Descriptions

The position descriptions provided here by The WICT Network Global are meant to be taken as a guide or framework for creating your own chapter leader positions. These descriptions may be modified to suit the needs of the individual chapter. You may choose to use only some of these positions. Not all chapters will have positions such as these.

The following positions are, however, mandatory for each chapter.

### Executive Committee – Mandatory Positions

- President
- Vice President
- Treasurer
- Secretary
- Advisor/Executive Champion

### Other Chapter Board Mandatory Positions

- Membership Chair
- Programming Chair
- Marketing and Communications Chair
- Sponsorship and Fundraising Chair

**Optional – Non-mandatory Positions:** Please note that these titles can be modified for your chapter needs.

Position	Potentially reports to:
Outreach Chair	Executive Committee
Mentoring Chair	Executive Committee
Program Director	Programming Chair
Volunteer Outreach Director	Outreach Chair
Executive Outreach Director	Outreach Chair
Student Outreach Director	Outreach Chair
Database Director	Membership Chair
Webmaster	Marketing and Communications Chair
Newsletter Director	Marketing and Communications Chair
Marketing Director	Marketing and Communications Chair
Distance Learning Director	Program Chair
Social Media Director	Marketing and Communications Chair
Ambassador	Based on assigned duties
Mentoring Director	Mentoring Chair
Director-At-Large	President
Alumni Committee	President

## **Chapter Executive Committee – Mandatory Positions**

### **PRESIDENT**

**Position Summary:** Provide leadership to the local chapter of The WICT Network consistent with The WICT Network Bylaws, Model Chapter Business Plan (MCBP) and The WICT Network Strategic Plan. Effectively operates the chapter so that the needs of the members are met. Perform other duties as required by the local chapter's bylaws. Is a voting member of the chapter.

- Must be a current member of The WICT Network in good standing.
- Primary liaison with The WICT Network Global ensuring visibility, responsiveness and communication with The WICT Network staff, as requested.
- Presides over the activities of all officers and directors, as well as standing committees, to ensure the accomplishment of chapter goals, objectives, and strategies as outlined in the MCBP.
- Monitor the use, accounting, and handling of the chapter funds.
- Serves as the leader and spokesperson of designated chapter and at chapter events.
- Chair all meetings of chapter board and members.
- Appoints committee chairs and task forces, as necessary. Serves as an ex-officio member of all committees.
- Ensures all chapter events adhere to the needs of its members and supporting companies by providing quality, value and relevance in programming.
- Ensures that all chapter protocols (i.e. communications, operations, marketing etc.) are followed so that the chapter is professionally and credibly represented to membership, to national, to regional leaders of industry organizations and to the industry as a whole.
- Serves as liaison and communicates with other local chapters, industry associations, and member organizations or senior leadership on behalf of the chapter.
- Maintains the exclusive authority to execute agreements on behalf and in the best interest of the chapter, and oversees that all decisions of the Board are faithfully executed.
- Other duties, as specifically outlined by designated chapter.

### **VICE PRESIDENT**

**Position Summary:** Supports the chapter president in his/her absence consistent with The WICT Network Bylaws, Model Chapter Business Plan (MCBP) and The WICT Network strategic Plan. Effectively operates the chapter so that the needs of the members are met. Perform other duties as required by the local chapter's bylaws. Is a voting member of the chapter.

- Attends a minimum of 80% of all chapter board meetings and chapter events.
- Assists and/or oversees governance of the Strategic planning process.
- Provides continuity for the Succession planning process and formulates plans for his/her term by organizing the Succession planning committee.
- Develops action plan to further identify and add clarity to all roles and responsibilities prior to annual transition. Ensure appropriate follow up and effective transitioning of all chapter duties.
- Organizes the financial review process by identifying three volunteers to independently audit previous year's finances.
- Other duties, as specifically outlined by designated chapter.

## IMMEDIATE PAST PRESIDENT

**Position Summary:** Advises the president and other officers and members of the board of directors regarding past practices, general operations, and other matters to assist in the smooth operation of the chapter.

- Serves as the chair of the Bylaws and Nominating Committee.
- Regularly attends and participates in chapter board meetings, as necessary.
- Regularly attends and participates in Executive board meetings and/or conference calls, as necessary.
- Advises the succession planning committee.
- Provides leadership and oversight of Executive C-level relationships, partnerships and sponsorships.
- Other duties, as specifically outlined by designated chapter.

## TREASURER

**Position Summary:** Act as the financial officer and advisor to chapter board of directors. Maintains the chapter mailbox and distributes mail to the appropriate officer, director, or chair. File appropriate financials, forms and information with The WICT Network Global and with the IRS.

- Maintains the accounting and other financial records of the designated chapter.
- Works in unison with the chapter president to implement the annual budget and strategic plan.
- Ensures the review and complete understanding of The WICT Network Global's internal control document.
- Monitors all chapter bank accounts.
- Deposits all monies and writes checks in timely fashion.
- Manages all finance-related accounts (pay pal, etc.).
- Provides written monthly financial report in preparation for regular chapter board meetings.
- Keeps board members informed as to the chapter's financial status on a regular basis.
- Thorough planning, monitoring and working with the board, assures that adequate resources are available to fund chapter programs.
- Works with incoming president and treasurer to assure smooth transition of financial matters.
- Responsible for overseeing the reporting and revenue generating areas of the chapter.
- Implements shadowing of duties by designating assistant and/or mentor to ensure internal controls and processes are being met and documented.
- Ensures thorough understanding of 501c3 status.
- Other duties, as specifically outlined by designated chapter.

## SECRETARY

**Position Summary:** Take minutes of all chapter meetings; provide notice of meetings and general correspondence. Maintain chapter records and history.

- Works in collaboration with the chapter president to prepare and distribute agenda in a timely manner for all Board meetings (including executive board meetings).
- Maintains, files, and distributes minutes of all Board meetings (including executive board meetings). \*If the secretary cannot be present at any meeting, he/she ensures proxy is able to keep minutes. Asks for motion to read/approve minutes.
- Supports other chapter roles as needed.

## CHAPTER ADVISOR/EXECUTIVE CHAMPION

**Position Summary:** Should be in a VP or SVP role at respective company and acts as facilitator, advocate, counselor, and coach for the local chapter of The WICT Network. Primary liaison and “voice” to senior executives at participating companies with ability to “open doors” and “champion” efforts at chapter events.

- Must have had a previous position or role on the local chapter board.
- “Hands” on mentor and advisor to chapter president and chapter board.
- Maintains an effective working relationship with chapter president, chapter board, The WICT Network Global and Global Board of Directors.
- Able to assist chapter president in removing “non-performers” in certain chapter positions, as needed, or assign “non-performers” to the other duties.
- Attends as many chapter board meetings and events in the calendar as possible.
- Reviews monthly and/or quarterly statistics from Global to ascertain chapter progress with the Model Chapter Business Plan and membership goals.
- The chapter advisor is, at least a one-year commitment in order to provide as much consistency to the chapter president and chapter board as possible. More than a two year term is acceptable and encouraged in some cases.
- Provides advocacy, visibility and presence within companies with the largest base of members and sponsorship.
- Acts as a champion for The WICT Network within the industry and within their perspective company.
- Champions executive involvement and efforts in promoting local programs, events, sponsorships and membership.

## Chapter Board Leaders – Other Mandatory Positions

### MEMBERSHIP CHAIR

**Position Summary:** Responsible for developing, implementing and communicating the chapter's annual membership plan. Manage the membership function to successfully meet the annual membership goal.

- Familiarity with The WICT Network Global membership program and specifically the renewal/new member goals.
- Maintains consistent visibility and working relationship with The WICT Network Global.
- Coordinates the current local membership list with The WICT Network Global to assure the highest possible accuracy.
- Develops and carries out new member acquisition and renewal campaigns that are within budget and designed to achieve the chapter goals.
- Assists members with renewals, member communications to include contact updates, online process, etc, and forwards to The WICT Network to assure database accuracy for all chapter membership rosters.
- Responsible for sharing membership campaign successes with chapter and membership committee representatives.
- Responsible for the design, plan and implementation of new member orientation programs as agreed upon by the Board.
- Reviews monthly the most current membership roster and non-renewal roster and assures all chapter communications are being sent to the most current list of chapter members.
- Maintains the privacy and integrity of the chapter rosters.
- Shares all prospective non-member contact information with The WICT Network Global.
- Assures chapter events and programs include membership recruitment information and any member updates, as well as, track and follow-up both member and prospect activity at chapter events.

- Assures all completed membership applications and dues collected at chapter events are forwarded to The WICT Network Global for immediate processing.

### **PROGRAMMING CHAIR**

**Position Summary:** Manages the overall planning and execution of annual chapter programming.

- Develops and oversees the chapter programs calendar for the year ensuring programs are properly aligned with the Model Chapter Business Plan and oriented to the programming needs of the chapter, members and of the industry.
- Possess a clear understanding of budgeting, staffing and follow-up.
- Sets guidelines and processes for chapter programs and monitors progress.
- Holds regularly scheduled meetings with all program directors (if any).
- Creates and submits an annual program budget.
- Negotiates discounted rates from hotels on behalf of the chapter.
- Creates and monitors a formal feedback process for programs. Collects feedback (i.e. surveys) from participants and uses data to improve processes, streamline efficiencies and gauge program success.
- Ensures marketing and communication of programs are completed on a timely basis.
- Attends The WICT Network Global programming webinar held at the beginning of the year.

### **MARKETING AND COMMUNICATIONS CHAIR**

**Position Summary:** Oversees and manage the marketing and public relations activities of the chapter.

- Responsible for overall coordination and updating of all website and/or chapter web pages' content, information and functionality.
- Manages relationship with web hosting vendor or with The WICT Network Global, as appropriate.
- Coordinates with chapter board to ensure accurate distribution of event and chapter information.
- Responsible for all email correspondence to chapter membership with regards to programming, events etc.
- Work with the chapter membership chair to increase membership in chapter.
- Responsible for coordination, compilation, proofing and distribution of e-newsletters to promote chapter and organizational awareness, member benefits and opportunities.
- Works with programming chair, treasurer or other to set up event registration, as appropriate.
- Creates a communications calendar for the year. Ensures that timely communications are sent out by the chapter board.
- Ensures that content on website, in newsletters and email campaigns are branded within the guidelines set by The WICT Network Global.
- Works with other chapter board members to ensure promotional ads for chapter events are approved by The WICT Network Global prior to formal distribution.
- Scouts new ways of distributing and housing content on website i.e. video, audio, etc.
- Works with the chapter secretary or other to create communications strategy for the year.

### **SPONSORSHIP/FUNDRAISING CHAIR**

**Position Summary:** Manages the chapter sponsorship efforts which provide the primary source of funding for all chapter activities.

- Responsible for creating, keeping and updating target/actual sponsor lists/database with contacts and annual sponsorship amounts.
- In collaboration with marketing and communications chair, adheres to consistent brand messaging and guidelines as outlined by The WICT Network Global and the Model Chapter Business Plan.
- Responsible for obtaining sponsorships and coordinating benefits with other members of the chapter board.
- Develops new and innovative sponsorship opportunities to ensure the financial success the chapter.
- Cultivates and pursues sponsorship leads.
- Ensures timely collection of pledged sponsorship monies.
- Works closely with the chapter treasurer to ensure proper invoicing and payment procedures are met.

## **Optional Positions**

### **MENTORING CHAIR**

**Position Summary:** Manages the chapter mentoring program.

- A trusted friend, teacher, guide and role model.
- Has knowledge that he or she is prepared to transfer to others.
- Is an expert or has advanced status in their field and is acknowledged as such by their peers.
- Shows enthusiasm while maintaining perspective and focus.
- Is inspirational, nurturing by nature, non-competitive and supportive.
- Upholds the virtues of his/her chosen employment, trade or profession.
- Supports another individual and is concerned with his/her growth.
- Concerned for the individual as a person, not just as an employee. A mentor is concerned for their protégé's development as a whole.
- Person-focused. A mentor will have no stake in the relationship, other than wanting to see the development of the individual.

### **OUTREACH CHAIR**

**Position Summary:** Sets strategy, guidelines, processes and tracks progress of all standalone networking and outreach events for chapter members at the local level. Serves as the primary contact to other industry organizations (NAMIC, CTAM, Cable Positive etc.), as appropriate

- Works with membership chair to identify and recruit new opportunities for chapter partnership and membership growth. Targets could be additional programmers, MSO's, vendors, non-endemics, charities, community organizations etc.
- Conducts open-house informational meetings or lunch and learns to generate interest in partnership and membership.
- Create/sustains a group of liaisons from under-represented companies whose duties may include serving as WICT ambassadors to their respective companies.
- Manages the outreach calendar for the year and oversees the outreach directors, if any, are properly oriented to the needs of the chapter, and have a clear understanding of budgeting, staffing and follow-up for events.
- Creates and submits a budget and sponsorship needs for the year.
- Ensures all marketing and communication for outreach programs are done on a timely basis.

### **Program Director**

- Reports to the Program Chair.
- Responsible for a specific program or event.
- Similar responsibilities to the Program Chair.

#### **Volunteer Outreach Director**

- Reports to the Outreach Chair
- Responsible for staffing committee, sub-committee and general volunteer roles for program directors (if any).
- Ensures that there is an available pool of volunteers to help with The WICT Network chapter events and programs.
- Sends thank you notes and communications to volunteers at the end of each event.

#### **Executive Outreach Director**

- Responsible for developing, implementing and communicating to executive members.
- Responsible for the design, plan and implementation of networking mixers.
- Conducts networking and communicates with industry executives at local level to ensure chapter has a solid base of high level executives who are willing to be engaged and participate in The WICT Network chapter development efforts.

#### **Student Outreach Director**

- Reports to the Outreach Chair.
- Coordinates outreach efforts at public schools, universities etc.
- Conducts presentations and networking mixers for these institutions to further promote WICT organization.
- Promotes The WICT Network programs to students through career placement offices and informal networks.

#### **IT/Database Director**

- Reports to the membership chair
- Provides reliable IT/database support to the chapter.
- Helps with purchasing and maintaining QuickBooks or accounting software.
- Provides support to on-line enrollment and collection of membership, sponsorships and program fees.
- Works with website director (if any) and applicable vendor or The WICT Network Global to ensure technical aspects of chapter website is functioning at full capacity.

#### **Webmaster**

- Reports to the marketing and communications Chair.
- Responsible for keeping the chapter site updated with current information.
- Ensures that all chapter events are included on The WICT Network Global's website's programming calendar.

#### **Newsletter Director**

- Reports to the marketing and communications chair.
- Coordinates with the webmaster (if any) to ensure publicity of upcoming chapter events and photo coverage of past events.
- Ensures public relations placement in local and national publications of all chapter events and information.

### **Marketing Director**

- Reports to and supports the marketing and communications chair.
- Responsible for ensuring that a consistent, professional and credible chapter identity is presented to the public and to the membership in all communications.
- Responsible for ensuring that all materials are reviewed and approved by executive board prior to publication.

### **Distance Learning Director**

- Reports to the program chair.
- Evaluates appropriate events and content for the webinar medium.
- Assists in the creation, facilitation, and/or coordination of all content for chapter webinars regarding key programs, events, BOD meetings, and more, as appropriate.
- Works with communications committee liaisons to send out links to all applicable live and recorded webinars for each committee and the chapter web site.
- Stays up to date with the Adobe Acrobat Connect webinar tool's new features, training, upgrades, and functionality.
- Collaborates with The WICT Network Global on helping to facilitate, as available.

### **Social Media Director**

- Reports to the marketing and communications chair.
- Evaluates appropriate social media for engagement in accordance with The WICT Network Global guidelines and expectations.
- Initiates, monitors and engages in social media on behalf of the chapter regarding key programs, events, tidbits of interest and more, as appropriate.
- Watches The WICT Network Global social media feeds to ensure coordination.
- Acquires content from external sources (in keeping with chapter goals) and from communications Liaisons.
- Tracks and stays current with social media trends.

### **Ambassador**

- Supports chapter in attracting, retaining and promoting The WICT Network to prospective members.
- Provides advocacy, visibility and presence within companies who maintain The WICT Network members and sponsorship.
- Provides additional support to the executive champions, as applicable, within their respective company.
- Works with chapter advisor, as applicable, in providing "go to" support for the executive chapter board and others.
- Works with senior executives of participating companies to help promote chapter events.
- Mentors and advises other members of The WICT Network within respective company.
- Active in encouraging and soliciting nominations in preparation for signature events.

### **Mentoring Director**

- Reports to the Mentoring Chair.
- Assumes primary responsibility for developing, implementing, and managing the components of the chapter's mentoring program.
- Serves as liaison with mentoring partner(s), such as colleges, participating companies, and other industry associations as deemed appropriate by the chapter board.
- Attracts and recruits committed members to the mentoring program.



- Develops and manages a 2-3 year long range chapter mentoring plan.

#### **Director-at-Large**

- Reports to the chapter president.
- Each director-at-large position is assigned to address **a specific chapter need or stated objective** for the assigned year. This is developed under the direction of the chapter president.

#### **Alumni Committee**

- Reports to the appropriate chair or director based on assignment.
- These individuals do not want “specific” roles within The WICT Network chapter but agree to help “spread the good word” about the organization to colleagues, friends and company executives.
- These individuals have performed in past chapter board roles but wish to “step off” due to extenuating circumstances.