



## Vice-Chair of Media & Communications - Job Description

A media Vice-Chair develops and implements a comprehensible and consistent media strategy, which is used for marketing and sales initiatives, thereby increasing awareness about a particular product, service or brand. He has to research, plan, organize and manage all media channels in order to reach the Association's goals and objectives.

### General Duties:

- Collaborate with the Vice-Chairs throughout the planning and visionary stage.
- Create a master timeline with the Vice-Chairs, as well as a portfolio-specific timeline
- Participate and sit on a working-committee (specific committee to be determined during planning process)
- Attend and participate in all LSA Planning Committee meetings
- Facilitate meetings with Coordinators and support their work
- Build strategic relationships with press & media
- Vice-Chair of Media & Communications will supervise the Corporate image of the LSA.
- Create and manage the Media budget
- Assess new media opportunities, deliver pitches, and recruit new media partners
- Maintain current LSA partnerships

### Portfolio-Specific Responsibilities:

- The Media Vice-Chair has to make sure a reliable marketing message is created and consolidates his position in a specific product segment
- The Media Vice-Chair must help the Association to have impact and influence
- He must keep himself up to date with media trends and keeps ahead of his competitors by ensuring that the LSA's brand gets the best coverage in every media and has the most recall value among the members.
- He has to coordinate with internal and external content managers, editors, designers, developers in order to meet the LSA's needs, policies and based on that make a solid brand strategy
- He should make sure deadlines are met and must maintain schedules and targets
- He also has to make reports and market and present strategies to diverse audiences

### Qualifications:

- Demonstrated examples of leadership skills, especially among peer group
- Strong interpersonal, organizational skills and project management skills
- Previous experience leading committees or teams
- Ability to motivate and inspire others and lead by example
- Demonstrated initiative; ability to recognize problems quickly and apply sound solutions
- Excellent communication skills: professional email/phone correspondence, public speaking and presentation proficiency
- Task-oriented and reliable

- Enthusiastic and passionate about Artists development and leadership
- Experience and willingness to learn and teach others
- Previous experience with all Microsoft Office applications

**Additional Qualifications:**

- Good working knowledge of MS Excel (Mail Merge, forms, data sorting etc.). Experience creating and maintaining a budget
- Knowledge and expertise in building and maintaining service provider, client and sponsor relationships.
- Initiative, vision and tenacity for sourcing and developing relationships for the LSA to grow in 2012 and beyond

Furthermore, the LSA executive committee may expect opportunities to use and develop skills in the following (but not limited to) areas:

- Event planning and management
- Committee organization and leadership
- Performance assessment and goal setting
- Some financial management