

Special Interest Group Committee

Role Outline and Description

Purpose: To have a clear indication of the VP of SIG role, expectations and committee responsibilities in order to delegate tasks and time commitments appropriately. To have a prepared document available for easy on-boarding of new committee members.

Special Interest Groups (SIG)

VP of SIG's is responsible for providing 2 - 4 events with topics that are trending in the professional industry.

Responsibilities

- Collaborate and lead the planning of programming initiatives by organizing a total of 2 -4 SIGs throughout the year
 - Seek speakers and topics that are of interest to our marketing community.
 - Example SIG focus areas: Online Marketing and Non-Profit
- Send monthly reports/updates to the President
- Schedule SIGs at least 3 months in advance with confirmed speaker, location, topic and takeaways so we can promote on website and other platforms
- Relay programming information to rest of board (speaker/event info to communications, etc...)
- Must be present the day of each event
- Must bring/ensure we have:
 - Nametags and food requests
 - Projector, speakers and connecting cords
- Must be available to set-up presentation, greet speaker, assist speaker
- Must be available to greet guests or find someone to help
- Must set up registration table, check in attendees, ensure payment