



Director of Shared Interest Groups (SIGs)

The **Director of Shared Interest Groups (SIGs)** is responsible for developing, implementing and executing the chapter's SIG strategy, aligning with the budget, as well as managing and leading a committee to implement all SIGs. The ideal candidate has the ability to develop relevant, timely SIGs that encourage retention and lead to a growing chapter while rethinking more hands-on and interactive learning opportunities for our members. This role reports to VP Community Programming.

Main Responsibilities for the Director of SIGs:

- Develop and implement SIG topics of interest and budget
- Recruit a chairperson for each SIG to select and manage speakers and all details to ensure a successful SIG
- Help recruit and interface with SIG experts/speakers, who are required to be senior marketing leaders with a particular expertise, to ensure successful programs
- Manage SIG chair persons to ensure all logistics are handled according to best practices in event planning
 - Specifics of event: must be locked in a minimum of 60 days in advance (venue in place; announcement finalized, on website and turned over to Communications Committee)
- Work collaboratively with VP of Sponsorship (or committee designee) on selecting a sponsor/host for each SIG topic for one year, as well as ensuring companies sponsoring SIGs are supported with items detailed in their agreement with AMA Chicago
- Collaborate with VP of Communications and VP of Membership to ensure all program communications are delivered and executed according to communications and programs timeline and ensure events are widely publicized through all channels
- Negotiate with all vendors to ensure the organization is paying competitive, group or non-profit rates
- Optimally position and promote events, in conjunction with other teams, to ensure organization meets attendance and financial goals
- Create a succession plan for this position, as well as any other program documentation that is developed during your tenure
- Keep President and President-Elect informed on programs and any other necessary committee updates
- Monitor and track committee budget
- Provide monthly board report and dashboard numbers to VP Community Programming before each board meeting

Top Four Requirements for the Director of SIGs:

- Excellent interpersonal and written communication skills, with a degree and/or related professional experience in marketing, advertising or communications
- Experience negotiating and implementing high profile events



- Successful track record of building, motivating and managing a committee of volunteers
- Ability to work cross-functionally, coordinating across a large, dynamic organization with multiple board members and committees

Time Commitment:

- 5-10 hours per week
- Attend at least one SIG per topic and other chapter programs and events
- Attend monthly board meetings
- Oversee volunteer committee who assists with function of all SIGs
- Oversee monthly SIG committee call/meeting and provides committee report to VP Community Programming