



Vice President of Executive Programming

The **Vice President of Executive Programming** is responsible for all of the programming associated with the AMA Chicago's flagship annual events. These include MarketingTech Smart, BrandSmart, and CMO Smart. The position reports directly to the President of the Board and manages the three directors who are responsible for each of these events. The ideal candidate is someone who is a senior marketing leader and has a large industry network that he or she can tap into to help with programming for events.

Main Responsibilities for the Vice President of Executive Programming:

- Reach out, attract and recruit high-profile and industry-relative speakers to ensure successful programs
- Set realistic attendance goals for each event
- Manage executive program committee, as well as recruiting volunteers, to ensure all logistics are handled according to best practices in event planning to ensure successful programs. Specifics of event: must be locked in a minimum of 90 days in advance
- Collaborate with VP of Communications to ensure all program communications are delivered and executed according to communications and programs timeline and ensure events are widely publicized through all channels and networks
- Work with VP of Sponsorship (or committee designee) on program sponsorship needs, as well as ensuring companies sponsoring program are supported with items detailed in their agreement
- Prepare a final report evaluating each activity based on initial goals and objectives and include final budget figures and recommendations for the next event

Top Three Requirements for the Vice President of Executive Programming:

- Experience negotiating and implementing high profile events
- Excellent interpersonal and written communication skills
- Industry network and knowledge for what event programming is relevant to the membership base

Time Commitment:

- 5 hours per week
- Hold monthly committee meetings
- Attend monthly board meetings & most events