



## **Director Start Ups and VCs**

The **Director of Start Ups and VCs** reports to the VP of Strategic Relations and is responsible for outreach to local startups and businesses with the end goal of promoting the AMA brand through developing key partnerships. The ideal candidate has experience with the start-ups community and can leverage their network or have the boldness to create a network that would be mutually beneficial to the AMA and to external partners.

### **Main Responsibilities for the Director Start Ups and VCs:**

- In conjunction with the Programming committee, develop programming for Chicago area startups to support their need for marketing 101 training.
- Increase interaction between Chicago AMA and local start up labs such as 1871 to become their go to partner for programming on marketing.
- Consider an annual survey of the startup community to learn what they want most from AMA Chicago.

### **Timeline of Responsibilities:**

[TBD]

### ***Time Commitment***

- 2 hours a week
- Committee conference calls as needed (bi-weekly to monthly)
- Attend monthly board meetings

### **Top Requirements for the Vice President of Strategic Relations:**

- Relevant background and connections in marketing and/or startup experience
- Ability to recruit new members through his or her network or through other resourceful means