



MOAA-Alamo Chapter

Volunteer Position Description

Title: Vice President Marketing and Development

Importance of Position: One of MOAA-AC's priority issues is financial stability, i.e., to generate and sustain stable, consistent, and diverse revenue sources for long-term growth and expansion of the Chapter. Expanding revenue from the sales of advertising in the monthly *The Lariat* newsletter and implementing retention management processes for current supporters will provide the resources to accomplish Chapter goals and initiatives. This position is the coordinating focal point for helping increase advertising revenues and managing the overall advertising efforts.

General Expectations:

- Current member of MOAA and of MOAA-AC
- Aware of MOAA-AC by-laws and Strategic Plan
- Write a monthly (or as required) article for *The Lariat*
- Computer access and reasonably computer literate
- Attend 85%-100% of staff and membership meetings.
- Prepare and submit budget input as needed.
- Support the planning process as needed.

Position Qualifications:

- Excellent human relations skills.
- Excellent written and oral skills.
- Idea generation and creativity.
- Ability to plan and organize.
- Not hesitant to ask "for the sale" and "close the deal" with prospective advertisers.
- Have a current driver's license and reliable transportation.

Responsible to: Chapter President

Major Responsibilities:

- Work closely with the Chapter Editor and Executive Assistant to coordinate placing the ad with printing deadlines.
- Contract with and schedule advertisers.
- Recruit and canvas prospects.

- Follow-up on advertising leads in order to “close the deal.” [Many leads surface through contacts and referrals from other Chapter staff and members -- so this position does not require a great amount of “cold calling.” What is important is timely and prompt follow-up with prospects before they lose interest.
- Client maintenance, i.e., once a client advertises it is important to continually pay attention to and nurture the relationship so they will renew in the future.
- Keep accurate records of all clients.
- Annually determine pricing system and guidelines for content for ads.
- Work with the Chapter Webmaster
- for potentially selling ads on www.alamomoaa.org.
- Develop collateral promotional materials to help support the process of selling ads.
- Assist in getting corporate sponsors for Chapter programs and activities.
- Attend and participate in scheduled staff meetings and Chapter functions.

Training/Preparation: Individual will have to take the initiative to learn as much as he/she can about MOAA-AC and the advertising needs. It would be beneficial to meet with a counterpart advertising coordinator in another organization to exchange ideas, etc.

Average Time Commitment: Minimum of 8-10 hours per month; very flexible schedule.

Length of Commitment: Minimum one year.

Measures of Success:

- Actual income from advertising exceeds the budget.
- Advertising income increases every year.
- The chapter receives 5 Star Level of Excellence award each year.
- Complete all action steps, as assigned, in the chapter Strategic Plan.

Date Prepared: May 2007

Dates Revised: November 2018, May 2024