



Society for Marketing
Professional Services
Seattle

2017/2018 Call for Nominations SMPS Seattle Board of Directors

ELIGIBILITY REQUIREMENTS

All Positions: The individual must be a regular or distinguished life member in good standing.

President-Elect: The individual must have served on the Board of Directors for the Seattle Chapter or another SMPS Chapter, or on the SMPS Society Board of Directors.

Secretary: The individual must have strong communication and organization skills.

Treasurer: The individual should be familiar with basic bookkeeping or have business management experience.

Directors: An individual must be a regular or distinguished life member in good standing and have served in a volunteer position for SMPS Seattle or another SMPS chapter. No individual may hold more than one directorship at any time. To be eligible for the senior adviser position, the individual must also have served a full term as an SMPS Seattle board member, and have one of the following: at least 10 years of professional experience and five years of experience with SMPS, or have a CPSM or FSMPS designation.

POSITION DESCRIPTIONS AND TERMS

All directors shall commence their terms of office on Sept. 1. For details about each position, please refer to the following pages.

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SMPS Seattle Board of Directors

PRESIDENT

The president is the principal officer of the chapter, exercising general oversight of its affairs and officers. The president chairs and serves on the executive committee of the chapter. The president oversees the sponsorship chair.

Duties and Responsibilities

- Plans and chairs all monthly board meetings.
- Attends as many monthly breakfast/luncheon, networking, and other chapter programs as possible.
- Attends executive committee meetings.
- Oversees and mentors all board members as they carry out their duties and responsibilities.
- Serves as the key point of contact with SMPS Headquarters in regards to submitting the required reports and documents on behalf of the chapter.
- Implements the strategic plan and budget for the new fiscal year.
- Acts as the chapter's spokesperson as needed in the community.
- Works with the treasurer in planning and creating a responsible fiscal budget for the chapter and submits it to the board for approval.
- Reviews monthly bank statements for the chapter.
- Contributes content to member communications including but not limited to a regular "message from the president" blog post.
- Responsible for board announcements at events.
- Coordinates and submits the annual Striving for Excellence Award.
- Oversees the sponsorship chair and helps lead the annual sponsorship drive in concert with the chair.
- Oversees the industry outreach chair and helps with any outreach efforts in concert with the chair.
- Acts as a chapter representative at national and/or regional SMPS conferences.
- Assists directors with succession plans for the next year.

Reporting

Reimbursement for dues renewals and eligibility for various programs through SMPS Headquarters are dependent on timely submittal of reports. Reports required by SMPS Headquarters include the following:

- **Leadership Report (due in July)** – A list of new chapter board members including complete contact information.
- **Chapter Financial Report (due September 30)** – Prepared by the outgoing treasurer and submitted directly to SMPS Headquarters after approval of president.
- **IRS Forms and Tax Return (due December 31)** – Prepared by the treasurer. Reflects activities through end of the preceding fiscal year.
- **State Annual Report Filing (due December 31st)** – Prepared by the treasurer. Shows incorporation as a non-profit organization. This renews in February of each year.
- **Chapter Education Report (due September 31)** – This report shows all programming for the previous year. Program organizers are responsible for preparation, distribution, and tally of program surveys and report to the secretary. These results will serve as the basis for this report and shall be maintained throughout the year by the secretary.

Requirements

- Active member in good standing.
- Successful completion of duties as president-elect.



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Term Limits

After serving in the office of president-elect for one year, the individual shall automatically assume the office of president in the subsequent year. At the end of his/her one-year term, each president shall automatically remain on the board of directors for a one-year term as past president.

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PRESIDENT-ELECT

The president-elect stands ready to fill in for the president in his/her absence. In addition, the president-elect shall have all the powers and be subject to the same restrictions as the president. The president-elect assists the president in overseeing the board and serves as an additional resource for all positions and committees. The president-elect also serves on the executive committee of the chapter and oversees the mentorship program.

Duties and Responsibilities

- Attends all monthly board meetings.
- Attends a majority of monthly breakfast/luncheon, networking and other chapter programs.
- Attends executive committee meetings.
- Attends the SMPS Chapter Presidents' Leadership Symposium (PLS) each spring and SMPS Build Business conference in the summer. Acts as a chapter representative.
- Works with the president each spring to update the chapter management manual.
- Supports the president, as needed, in overseeing the chapter activities.
- Organizes collection of member feedback each spring through a focus group and electronic survey.
- Drives the involvement of members on committees through coordination with the membership committee.
- Assists directors with succession plans for the next year.
- Represents the SMPS Seattle board at events.

Requirements

- Active member in good standing.
- Must have served on the board of directors for the Seattle Chapter or another SMPS chapter, or on the SMPS Society Board of Directors.

Term Limits

The president-elect shall be elected at large, shall serve in that office for one year, and shall automatically assume the office of president in the subsequent year. At the end of his/her one-year term, each president shall automatically remain on the board of directors for a one-year term as past president.

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SECRETARY

The secretary shall keep and be responsible for chapter records, which include minutes for the past meetings, chapter management manual, chapter bylaws, chapter annual strategic plan, chapter annual operating budget, correspondence, committee reports, and other pertinent information. The secretary also serves on the executive committee of the chapter.

Duties and Responsibilities

- Attends all monthly board meetings.
- Represent the SMPS Seattle board at events.
- May participate on one or more committees.
- Attends executive committee meetings.
- Responsible for board meeting agenda and distribution to board members.
- Attends and takes minutes for all chapter board meetings and executive committee meetings.
- Distributes meeting minutes to all board members within a week of the meeting date.
- Arranges meeting place for board meetings.
- Maintains the digital library of SMPS Seattle collateral and/or works with the library chair to do so.
- Facilitates chapter correspondence (i.e. thank-you notes) as requested by the board.
- Oversees website job bank.
- Manages SMPS Seattle board information in MySMPS (to include past meetings, Chapter Management Manual, Chapter Bylaws, etc.).
- Manages membership of SMPS Seattle's online tools, including box.com and Slack.com.

Requirements

- Active member in good standing.
- Have strong communication and organization skills.

Term Limits

The secretary shall be elected for a one-year term. No more than two consecutive one-year terms shall be held by the same individual.



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TREASURER

The treasurer shall participate in the development of the annual operating budget, oversee the financial integrity of the chapter, ensure that income is deposited and correctly recorded and that chapter expenses are tracked, paid and properly recorded. The treasurer shall assure the production of financial reports, coordinate semi-annual audits with the outside accountant, and in general perform all duties essential to the office of treasurer. The treasurer also serves on the executive committee of the chapter.

Duties and Responsibilities

- Receive, hold and safeguard all funds for the chapter. Maintain registration records for meetings and collect all fees or oversee the chapter manager doing this.
- Pay all chapter bills in a timely manner upon receipt of proper documentation and approvals.
- Maintain a complete set of accounting records that include all funds received and disbursements made along with any outstanding accounts receivable and unpaid obligations. Maintain the chapter's financial records in such form and detail as to permit preparation of financial management reports for the board and others and preparation of tax returns or information returns as required by law.
- Prepare regular and current financial reports for all chapter board meetings.
- Arrange for an annual audit of the chapter's books and records by an independent accounting firm or a chapter audit committee.
- Be the main contact for the chapter with the bank, reconciling the bank statement with books monthly, and update bank signatory records with each change in the chapter's officers.
- Assume responsibility for the accurate and timely filing of federal and state tax returns, and work with the chapter's accountant, if necessary, to prepare the necessary reports.
- Submit required annual chapter financial report to the SMPS Headquarters office by Sept. 30 of each year.
- Prepare the chapter budget for the coming year in the method prescribed by the chapter board.
- Provide for the secure investment of surplus or reserve funds in bank CDs or other appropriate investment accounts, as directed by the board.
- Attend all chapter board meetings and member business meetings, assessing financial implications of proposed actions and advise the board on these implications prior to any final decisions.
- Serve as the chapter's liaison with the SMPS Headquarters office on matters relating to chapter finances for the purpose of keeping up with SMPS affairs and the latest in chapter trends and requirements.
- Assign committee members to prepare event registration forms and assist with registration at events.
- Assign committee members to help with the monthly credit card and bank reconciliation process.
- Attend executive committee meetings.
- Represent the SMPS Seattle board at events.

Requirements

- Active member in good standing.
- Have at least some basic bookkeeping or business management experience.

Term Limits

The treasurer shall be elected for a two-year term in even-numbered years. No more than two consecutive two-year terms shall be held by the same individual.

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DIRECTOR OF EDUCATION

The director of education is responsible for oversight of the chapter's educational events, which correspond to the six domains of practice. The director is responsible for leading the education committee and the chairs for each of the following positions: monthly lunch/breakfast programs, educational workshops/seminars, Fellows forums, roundtables, and the CPSM Program.

Duties and Responsibilities

- Attends all monthly board meetings.
- Builds and maintains the education committee and chair positions.
- Holds monthly committee meetings.
- Drafts a budget and conceptual plan of educational programming initiatives for the upcoming year.
- Prepares an educational event calendar to publish to members.
- Prepares monthly educational reports and the annual report for SMPS Headquarters, due Sept. 30.
- Attends all educational events and/or assigns someone from the committee to attend in his/her place.

Oversight of chairs to:

- Coordinate programs with peer organizations, such as AIA, etc.
- Prepare program announcements and ensure timely marketing of each event.
- Secure location, speakers, food, handouts, audio/visual as needed for each event.
- Introduce speakers.

Requirements

- Active member in good standing.
- Have served on a committee.

Term Limits

The directors shall each be elected for a one-year term. No more than two consecutive one-year terms shall be held for any of these board positions by the same individual.

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DIRECTOR OF MEMBERSHIP

The director of membership is responsible for oversight of maintaining current membership, serves as the SMPS member contact on all issues related to membership, and is responsible for increasing chapter membership. The director is responsible for leading the membership committee, including chairs for recruitment, retention, student outreach, new member ambassador program, and member relations.

Duties and Responsibilities

- Attends all monthly board meetings.
- Maintains the chapter member database through importing HQ's database twice a month.
- Builds and maintains the membership committee and chair positions.
- Holds monthly committee meetings.
- Drafts a budget and conceptual plan of membership initiatives for the upcoming year.
- Represents the SMPS Seattle Board at events.
- Plans two "New Member" events each year (can combine this with special events if desired).
- Sends out a monthly update of number of members and provide a list of new members for the previous month as well as members who've recently been dropped, to board members for use with other chapter committees. This email also includes an attached spreadsheet that has all the Seattle chapter members for reference.

Oversight of chairs to:

- Provide membership information to potential members.
- Maintain promotional materials for the chapter membership efforts.
- Write welcome letter to all new members to be included with the new member handbook.
- Send a welcome email to all new members when notified of new member joining from HQ.
- Manage new member ambassador program including matching new members with pre-approved ambassadors.
- Coordinate contact with members and prospects:
 - Conduct member satisfaction surveys
 - Encourage involvement on committees
 - Investigate needs
 - Send out welcome letters, prospect letters, etc.
- Coordinate membership events as determined by the chapter's annual plan.
- Organize a welcome committee for each chapter event.
- Track membership expirations, renewals, drops, etc.
- Work with SMPS Headquarters in efforts of renewals and new memberships.

Requirements

- Active member in good standing.
- Have served on a committee.

Term Limits

The directors shall each be elected for a one-year term. No more than two consecutive one-year terms shall be held for any of these board positions by the same individual.

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DIRECTOR OF SPECIAL EVENTS

The director of special events is responsible for oversight of the chapter's networking events to build member relations, the chapter's scholarship program, annual awards program, and annual kick-off event. The director is responsible for leading the special events committee.

Duties and Responsibilities

- Attends all monthly board meetings.
- Builds and maintains the special events committee and chair positions.
- Holds monthly committee meetings.
- Drafts a budget and conceptual plan for networking events, the awards banquet, the kick-off event, and the scholarship program.
- Represents the SMPS Seattle board at events.
- Attends all networking events or assigns someone to attend in his/her place.

Oversight of chairs to:

- Coordinate networking events, including the annual Reign Awards event in the spring and the annual kick-off event in the fall.
- Secure location, speakers, food, handouts, audio-visual as needed for each event.
- Prepare program announcements to ensure timely marketing of each event.
- Coordinate annual scholarship program, as determined by the annual chapter plan.

Requirements

- Active member in good standing.
- Have served on a committee.

Term Limits

The directors shall each be elected for a one-year term. No more than two consecutive one-year terms shall be held for any of these board positions by the same individual.

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DIRECTOR OF MARKETING

The director of marketing is responsible for all chapter marketing and communications. The director is responsible for leading the marketing committee, including chairs for: website, blog, e-communications, public relations, social media, and the chapter photographer.

Duties and Responsibilities

- Attends all monthly board meetings.
- Builds and maintains the marketing committee and chair positions.
- Holds monthly committee meetings.
- Drafts a budget and conceptual marketing/communications plan to include public relations and social media.
- Maintains database of press contacts.
- Coordinates with all board members for communication needs.
- Represents the SMPS Seattle board at events.

Oversight of Chairs to:

- Publish valuable content for members and non-members.
- Manage all press releases (i.e. maintain media contacts).
- Coordinate web site design, content, and updates.
- Create and publish announcements via email, social media, and other channels.
- Photograph events and share with membership.
- Maintain chapter photo files.

Requirements

- Active member in good standing.
- Have served on a committee.

Term Limits

The directors shall each be elected for a one-year term. No more than two consecutive one-year terms shall be held for any of these board positions by the same individual.

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SENIOR ADVISER

The senior adviser shall provide objective advice and input to the board for strategic planning, policy, and action decisions, as well as provide training for leadership development. The senior adviser also oversees the industry outreach chair.

Duties and Responsibilities

- Attends all monthly board meetings.
- Participation in board meetings, training, and strategic planning sessions.
- Develops chapter speaker's bureau.
- Acts as historian to the board.
- Assists with scholarship reviews and other special projects.
- Represents the SMPS Seattle board at events.

Requirements

- Active member in good standing.
- Past SMPS Seattle board member (served full-term).
- Must have at least 10 years of professional experience and five years as an SMPS member and/or have a CPSM or FSMPS designation (also required to serve on the senior advisory panel).

Term Limits

The senior adviser shall be elected for a one-year term. No more than two consecutive one-year terms shall be held for any by the same individual.