



**SOUTHERN CONNECTICUT
CHAPTER**

**Association for
Talent Development**

CO-DIRECTOR OF MARKETING

The Co-Director of Marketing oversees the chapter's membership and community communication, including emails, social media, and posting to public media outlets.

Responsibilities:

•
Manages social media accounts to foster and moderate audience engagement

•
Promote chapter events to the local media, professional organizations, and the public

•
Develop communication materials to promote chapter activities, and events

•
Ensures that the chapter adheres to ATD branding guidelines

•
Stays up to date on new tools and tests them with the chapter

•
Create and implement communications calendar

Email atdscs.communications@gmail.com to learn more.