



The president-elect's duties shall be to

Leadership & Oversight:

Perform the duties of the president in the president's absence. In the event of vacancy of the presidency, the president-elect shall succeed to the presidency and complete the remainder of the term.

Encourage classmates and COB students/chapter members to participate in all chapter events through approved social media posts and other avenues.

Attend and participate in executive member meetings throughout the year, and strive to attend the majority of, if not all, chapter events.

Administrative:

Providing records and account information (i.e., username & password) to faculty advisors as requested and prior to the end of your time in this role.

Fulfilling additional duties as delegated by the faculty advisors or president.

Qualifications:

This position will need to be filled by a chapter member with a love for all things AMA, the Marketing Profession, and WGU and be willing to share that excitement and energy with their fellow chapter members.

Maintain active student status and AMA membership while serving in this role.

Attend executive member meetings and chapter events.

Willingness and ability to attend chapter events while serving in this role.

The vice president of programming & events' duties shall be...

Event Planning, Execution, & Promotion:

Collaborate with the Faculty Advisor for Programming & Events to organize, recommend, and manage chapter events.

Coordinate with chapter leaders or appointed members for special events or projects.

Partner with the Faculty Advisor for Programming & Events to network with potential guest hosts for educational events and support networking events.

Promote chapter events and encourage member participation through approved channels.

Leadership:

Attend executive member meetings and the majority of chapter events.

Attend and collaboratively oversee/conduct chapter events.

Administrative:

On request, and at the end of one's time in this role, provide faculty advisors with all written records, contacts for those involved with events (i.e., speakers, facilitators, etc.) and account information, including any necessary login and passwords.

Fulfilling additional duties as delegated by the faculty advisors or president.

Qualifications:

This position will need to be filled by a chapter member with a love for all things AMA, the Marketing Profession, and WGU and be willing to share that excitement and energy with their fellow chapter members.

Maintain active student status and AMA membership while serving in this role.

Attend executive member meetings and chapter events.

Willingness and ability to attend chapter events while serving in this role.

The vice president of advertising and promotion's duties

shall be to

Leadership

Attend executive meetings and majority of chapter events, with a one-year commitment.

Promotion & Engagement:

Work closely with the Faculty Advisor for Advertising & Promotions on various tasks.

Advocate for chapter events to WGU students and Marketing Program alumni.

Engage and promote chapter activities across social media channels, targeting both members and non-members.

Encourage member participation in chapter events using approved platforms.

Collaborate with the Faculty Advisor for Advertising and Promotions to share chapter news, projects, and events, representing the chapter's voice.

Digital Presence & Branding:

Manage chapter's LinkedIn page as well as other community and promotional platforms, including posting executive member bios and leading discussions.

Coordinate with faculty advisors and the College of Business Marketing to ensure the chapter website is current, linked to the national AMA website, and aligns with brand guidelines.

Administrative:

Providing records and account information (i.e., username & password) to faculty advisors as requested and prior to the end of your time in this role.

Fulfilling additional duties as delegated by the faculty advisors or president.

Qualifications:

This position will need to be filled by a chapter member with a love for all things AMA, the Marketing Profession, and WGU and be willing to share that excitement and energy with their fellow chapter members.

Maintain active student status and AMA membership while serving in this role.

Attend executive member meetings and chapter events.

Willingness and ability to attend chapter events while serving in this role.

