

VP Communications and Member Relations

- ✓ Send invitations to the members' events (e.g., New-Member Recognition Event)
- ✓ Compose and send correspondence and Chapter updates to university administrators, faculty, honorary members, UWSA, and other campus organizations
- ✓ Respond to and mail correspondence to International Headquarters
- ✓ Inform and attract potential members
- ✓ Develop initiatives to network with members and promote GK opportunities and benefits
- ✓ Develop a recruitment plan

Director Communications and Member Relations

- ✓ Assist the VP in sending out invitations to the members' events (e.g., New-Member Recognition Event)
- ✓ When required compose and send correspondence and Chapter updates to university administrators, faculty, honorary members, UWSA, and other campus organizations
- ✓ Inform and attract potential members
- ✓ Develop initiatives to network with members and promote GK opportunities and benefits
- ✓ With the VP, develop a recruitment plan

VP Marketing and Fundraising

- ✓ Maintain local webpage
- ✓ Maintain local independent website
- ✓ Make sure the webpage is linked to the [Golden Key site](#)
- ✓ Manage social media
- ✓ Coordinate all publicity for the Chapter events and activities
- ✓ Publicize meetings and activities campus wide
- ✓ Market the Chapter in the local community
- ✓ Recruit fundraising volunteers from the Chapter
- ✓ Oversee the production of advertising and promotions
- ✓ Work with photographers to facilitate marketing responsibilities
- ✓ Pursue sponsorships
- ✓ Ensure that the UW-GK Chapter information is current on the [Chapter Directory page](#)

Director Marketing and Fundraising

- ✓ Assist VP with maintaining local webpage
- ✓ Assist VP with maintaining local independent website
- ✓ Make sure the webpage is linked to the [Golden Key site](#)
- ✓ Manage social media when needed
- ✓ Assist VP with coordinating all publicity for the Chapter events and activities
- ✓ Publicize meetings and activities campus wide when needed
- ✓ Market the Chapter in the local community
- ✓ Recruit fundraising volunteers from the Chapter
- ✓ Assist the VP with overseeing the production of advertising and promotions
- ✓ Work with photographers to facilitate marketing responsibilities
- ✓ Assist VP in pursuing sponsorships
- ✓ Ensure that the UW-GK Chapter information is current on the [Chapter Directory page](#) as needed

|

Director of Alumni Relations

- ✓ Work with Executives and Directors to plan the annual calendar of activities
- ✓ Report to Chapter Advisors and President
- ✓ Maintain Alumni records, including emails, address changes, and updating the records for VP Communications and Recruitment
- ✓ Develop initiatives to network with alumni, and invite alumni for volunteer opportunities
- ✓ Attend Golden Key Executive Committee meetings as needed
- ✓ Represent UW-GK Alumni body and UW-GK at events
- ✓ Investigate local interest in Alumni groups
- ✓ Affiliate and collaborate with other chapters or groups upon approval of the Executives
- ✓ Uphold UW-GK Chapter Standards

*Alumni preferred, but position is also open to current members