NAME Leadership Team Position Description

MARKETING CHAIR

The National Association for Museum Exhibition (NAME) is one of the Professional Networks of the American Alliance of Museums (AAM). Its mission is to enhance the cultural landscape by advancing the value and relevance of exhibitions through dialogue among individuals, museum leaders, and the public. The association promotes excellence and best practices, identifies trends and recent innovations, provides access to resources, promotes professional development, and cultivates leadership. It represents nearly 2,500 museum staff and independent professionals, including designers, content developers, fabricators, evaluators, and others engaged in programming and museums. NAME is run by a 21-person volunteer Leadership Team.

GENERAL RESPONSIBILITIES OF NAME LEADERSHIP TEAM MEMBERS

- Understand and promote the organization’s mission
- Attend full Leadership Team meetings and appropriate committee meetings
- Review agenda and supporting documents prior to meetings
- Participate in sponsorship (fundraising) activities, special events, and program development
- Support all activities of the organization, including but not limited to:
  - Developing programs, workshops, and publications
  - Adopting an annual budget and providing fiscal oversight
  - Recruiting, training, and developing Leadership Team members
  - Establishing policies for the effective management of the organization

RESPONSIBILITIES OF THE MARKETING CHAIR ROLE

- Oversees and facilitates the development of marketing initiatives, surveys, and other projects as assigned with a focus on the journal
- Works with Leadership Team members and AAM staff to coordinate and streamline marketing efforts for subscription to the journal
- Directs design, placement, and distribution of marketing materials and advertisements

TERM LENGTH AND LIMITS

- Two years
- May serve no more than two consecutive terms in this position; eligible to transition into a different role on the Leadership Team if reaches term limit

ELIGIBILITY

- Must be an AAM Individual Member in good standing and must not hold a national level office in the AAM or one of its other Professional Networks during the same time of NAME Leadership Team service
- Excellent communications skills a must; previous volunteer leadership experience preferred.

TIME DEMANDS

- Attend and actively participate in at least 75% of Leadership Team meetings (two annual in-person meetings and quarterly calls as needed)
- Attend and actively participate in committee meetings and position-related work (approximately four to eight hours per month)