

# ALA Chicago Business Partner Relations Director Position Description



## Qualifications

The Business Partner Relations Director shall be able to make a two-year commitment to the Chapter and meet the regular membership qualifications of both the Chicago Chapter and the Association of Legal Administrators.

## Basic Functions

The Business Partner Relations Director will maintain a database of current, past and potential business partners and be the main point of contact for current and potential business partners.

## Specific Functions

1. Maintain relationships with business partners to the legal community.
2. Maintain a list of current and prospective local Chicago business partners.
3. Meet and/or speak with various business partners to discuss the possibility of sponsoring the Chicago Chapter of the ALA.
4. Provide information as to the benefits of sponsorship and the necessary forms as needed to any business partner interested in getting involved with the Chapter.
5. Answer questions regarding sponsorship benefits, ad placement and website listings.
6. Chapter Management will oversee the sponsorship application / renewal process via the association management database and coordinate application of incoming payments with Treasurer.
7. Send renewal notices to all Business Partners annually by end of November / early December (and several times prior to April) to all local business partners regarding the benefits of Chapter sponsorship. These notices shall include necessary information for current and potential sponsors to renew online.
8. Coordinate an annual review of the Sponsorship Program and arrange for updating all sponsorship brochure.
9. Plan one Business Partner Forum meeting with the Sponsors and Board Members.
10. Work with Small and Mid-Size Director to coordinate sponsors for the educational meetings.
11. Work with Professional Development Director to coordinate sponsors for the Bi-monthly Educational Meetings.
12. Assign a Business Partner Liaison to each sponsor.
13. Participate as a committee member of the Community / Charity Event
14. As appropriate, participate on the Chapter Awards Committee and coordinate/author/oversee Chapter submission for ALA Chapter Awards categories in Business Partner Relations.
15. Participate on the Budget Committee coordinated by the Treasurer. Review budgetary items for upcoming Chapter year.

**The Business Partner Relations Director organizes the Summer and Fall Networking events as well as the “Meet the Board, New Members & Business Partners” event.**

The duties associated with planning these events include:

1. Plan the date, secure a venue and catering for the event
2. Keep all party plans within the budgeted allowance
3. Coordinate with Chapter Management to post website calendar and send invitations to Chapter members
4. Assist Chapter Management with Tracking RSVPs for the event
5. Coordinate any needed signs, AV equipment, etc.
6. Attend and manage the actual event.
7. Bring nametags, attend and manage actual event.

## Newsletter

1. Provide information about new sponsors since the last edition of the newsletter to the Newsletter Director and Chapter Management.

# ALA Chicago

## Business Partner Relations Director

### Position Description



2. Provide a list of Platinum, Gold and Silver sponsors to the Newsletter Director / Chapter Management as needed on a bi-monthly basis for each edition.
3. Keep a record of Business Partner profiles in the Chapter newsletter. Request sponsors to complete the BP profile and submit the profile and a photo to the Newsletter Director and Chapter Management. Record participating BPs in Business Partner Database.

#### **Bi-Monthly Luncheons**

1. Work with the Professional Development Director to coordinate sponsors for each of the six bi-monthly educational luncheons,
2. Coordinate with Chapter Management and the sponsor of each bi-monthly educational luncheon the following:
  - a. Who will attend on behalf of the sponsor (up to 4 representatives)
  - b. Will they provide a brief introduction of their company's services?
  - c. Would they like to introduce the speaker?
  - d. Would they be willing to assist at registration by greeting attendees?
  - e. Will they give away a door prize?
3. Confirm introduction of the sponsor representatives at the bi-monthly educational luncheon. (President / VP will typically handle)

#### **Educational Conference and Business Partner Networking Experience or Sponsor Appreciation Party**

These events are held in alternating years with the conference held in odd years and the sponsor appreciation event held in even years. The Business Partner Relations Director is responsible for working with the Special Events Director to plan one of the events each year. The duties associated with planning these events are:

1. Assist Chapter Management in sending "save the date" invitations to business partners
2. Coordinate the registration of business partners with Chapter Management.
3. Coordinate shipment of displays, AV equipment, signage, etc.
4. Attend and help manage event. (registration / nametags)

#### **Website**

1. Provide Chapter Management with all BP information & logos for sponsor listing web pages on an ongoing basis.
2. Review the business partner section of the Chapter's website to confirm it contains current sponsorship information, etc. Follow up with Chapter Management to make and changes or corrections.

#### **Committees**

Form and work with a committee and Chapter Management for all events and coordinate with other Board members, as needed. It is very important that the Business Partner Relations Director recruit non-board members to work on the Business Partner Relations Committee. There are many duties related to this position that can be shared by members of the committee. This is also a way to develop a succession plan for this position.

#### **GENERAL BOARD MEMBER EXPECTATIONS**

In addition to the description for each individual role, the following responsibilities apply to all Officers, Directors and Advisors of the ALA Chicago Chapter Board. The Board year is April 1 to March 31.

#### **Board Meeting Attendance/Communication**

1. Attend **ALL** monthly Board meetings as participation is essential for us to conduct business.

**ALA Chicago  
Business Partner Relations Director  
Position Description**



- a. Missing more than three Board meetings in a row is cause for dismissal from the Board at the discretion of the President and the Board members acting together.
- b. Advise the Secretary and meeting host if one is not able to attend an upcoming scheduled Board meeting, or if an emergency arises, contact the Secretary and meeting host.
2. Board Reporting:
  - a. Board members are to email a report to the Secretary a week before the Board meeting.
    - i) This report should provide an overview of past and future happenings.
    - ii) Any "Discussion Items" (which may or may not require a vote) are to be indicated as the last item on your report. The Secretary will arrange the agenda to ensure those with discussion items can present them early in the meeting.
    - iii) This report is required whether you attend the meeting or not.
3. Meetings of note which all Board members are strongly encouraged to attend:
  - a. March Board meeting - the transition meeting
  - b. March Bi-Monthly Educational Luncheon - the outgoing and incoming Board's introduction to the Membership takes place at this meeting
  - c. Board Retreat – generally in the first month of the Board year
  - d. The Business Partner and New Members Meet the Board Event
4. Plan to host at least one Board meeting during the Board year. (The Host provides lunch for the entire Board and is reimbursed by the Chapter.)

**Other**

1. Attendance at the Bi-Monthly Educational Luncheons and other ALA or Chicago Chapter sponsored events is necessary for Chapter development. Greeting new members and building relationships with Chapter members is a responsibility of all Board members at these events.
2. Board members are encouraged to attend ALA programs or meetings as requested by the Board during the calendar year for which some of these expenses may be borne by the Chapter.
3. Board members are expected to participate in any new member initiatives.
4. Each Board member shall serve as a Business Partner Liaison to a number of Chapter sponsors.

**Encourage Growth**

1. Form committees to enlist members to assist with the respective Board position and to aid in identifying future leaders. Each committee (and/or board position) should have a transition plan.
2. Assist in promoting advertising on the Chapter website to sponsors and attend networking events sponsored by the Chapter and business partners. Business partners are an integral part of the Chapter as most of the Chapter's funds are derived from sponsorship fees.
3. Encourage all Chapter members to abide by the Chapter's Listserv Guidelines, ALA's Code of Professional Ethics and the Antitrust Policy.