



JOB DESCRIPTION

Vice President - Cultural Diversity

The responsibilities of the Cultural Diversity Vice President are:

- Promote the value of diversity and multiculturalism within the Austin advertising community to stimulate economic and cultural vitality
- Develop a diverse committee: race, color, gender, age, disability, sexual orientation, gender identity, professional/craft/student work roles
- Integrate diversity and inclusion practices into all club programs
 - Work collaboratively with all Committees to develop new approaches in community outreach
 - Work with Advertising Education Committee on Job Shadow/Mentoring, Portfolio Review for smaller schools, outreach to students
- Engage high school and at-risk student populations with Job Shadow Day and other initiatives to expose students to career paths within advertising
- Expand diversity and inclusion practices to include media/accessibility issues and different careers in advertising (account service, planning, creative, production, business support)
- Actively encourage members, pro-bono clients and industry vendors to extend support and outreach to minorities and other under-served designations
- Expand definition to include all diverse groups - race, color, gender, age, disability, sexual orientation, gender identity
- Work with the VP Hispanic Marketing Symposium HMS and coordinate efforts where applicable
- Gather the committees work throughout the year to include in the Club Achievement books that are compiled in January and February. Use existing CA Books as a template and as a playbook and planning guide throughout the year
- Prepare a monthly written report. Committee VP's are expected to attend the monthly Board of Directors meetings. If unable to attend the board meeting, please arrange for someone to represent the committee and provide a report and update
 - Provide report to the Director of Operations 1 week prior to monthly board meeting