



2022 LMA Philadelphia Local Steering Committee Open Position Descriptions

- **Chair-Elect**

The Local Steering Committee (LSC) Chair-Elect will collaborate with the LSC Chair to learn the position, become familiar with the programs of LMANE and its governance, and develop and facilitate officer transitions. The Chair-Elect will preside at all LSC meetings in the absence of the Chair and will automatically succeed to the office of Chair at the end of the presiding Chair's term. This is a two-year appointment to serve as Chair-Elect in 2022 and Chair in 2023.

- **Secretary**

The Secretary is responsible for ensuring that accurate and sufficient documentation exists to meet LMA requirements and enable authorized persons to determine when, how, and by whom LSC business is conducted. In addition, the Secretary records accurate minutes of meetings and submits reports to the LMANE Regional Board. The Secretary is also responsible for recording and preserving LSC processes and protocols. This is a one-year term.

- **Committee Chair/Member-at-Large: Membership Chair**

The Membership Chair is responsible for delivering a superior membership experience to all Philadelphia members. The Chair will develop a plan to retain existing members and encourage new ones. In addition, the Chair will form a local committee to assist in execution. This is a two-year term.

- **Committee Chair/Member-at-Large: CMO SIG Co-Chair**

Through networking, social events, guided discussions, and reports from the members, the CMO SIG is a forum for those in a first chair role at a law firm to share ideas and discuss relevant topics in an informal, intimate setting for sharing and learning. The CMO SIG Chair will organize quarterly events in Philadelphia devoted to a best practice, new initiative, or strategy. The CMO SIG Chair must be an LMA member serving in a first chair role at a law firm. This is a two-year term.

- **Committee Chair/Member-at-Large: LMANext Co-Chair**

The LMANext SIG Chair will provide the next generation of legal marketers with original content, relevant programming, and the opportunity to connect with like-minded professionals at a similar "age and stage" in their careers. This is a two-year term.

- **Committee Chair/Member-at-Large: Solo Marketer/Small Teams SIG Co-Chair**

The Small Firm SIG Chair will organize events in Philadelphia for law firm professionals in small firms or small marketing/business development teams. These events will focus on an array of legal marketing issues so that small firms can maximize the time and resources they have and increase their business development efforts. Small Teams are defined by less than 100 lawyers or fewer than five marketing professionals. This is a two-year term.