AIGA Dallas

AIGA Dallas Director of Programming
Minimum Tenure: 2 years
Maximum Tenure: 4 years

Role Purpose

The Director of Programming leads the strategic vision, planning, and execution of AIGA Dallas programming. This role ensures that chapter events are intentional, inclusive, and aligned with member needs, national initiatives, and the organization's long-term goals—while creating meaningful experiences that bring the design community together.

This is a high-impact leadership role that connects strategy to execution and supports Program Chairs in delivering successful, engaging events.

Mission

To facilitate the development of high-quality programs that fulfill AIGA Dallas's mission by bringing people together in inclusive spaces for experiences that inspire, educate, and serve the local design and creative community.

Core Responsibilities

- Envision, draft, and maintain an annual programming calendar informed by:
  - Member feedback and surveys
  - Event sales and attendance reports
  - AIGA National initiatives
  - Board and committee goals
- Establish and maintain clearly defined objectives for each program to ensure purpose, relevance, and impact
- Develop and maintain a comprehensive Program Chair Toolkit, including:
  - Event planning timelines
  - Clear checklists for execution
  - Best practices and past learnings
- Support Program Chairs by:
  - Monitoring progress and timelines
  - Ensuring timely delivery of artwork and copy
  - Providing guidance and problem-solving support as needed

- Monitor live event sales and collaborate with the Communications Team to maximize attendance and engagement
- Maintain program and post-event reports, documenting:
  - Wins and challenges
  - Data and analytics
  - Attendance and feedback
  - Actionable insights for future improvement
- Establish and maintain a curated list of:
  - Potential panelists
  - Speakers
  - Design topics and emerging trends
- Ensure all guests, speakers, and partners:
  - Are well-informed and supported before events
  - Receive cross-promotion links when appropriate
  - Are formally and graciously thanked within 24 hours of event conclusion
- Act as a strategic connector between:
  - Program Chairs
  - Communications
  - Partnerships
  - Onsite Experience teams
- Attend at least half of AIGA Dallas events and one board meeting per month

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Engagement Expectations

This role requires consistent involvement, leadership presence, and follow-through. The Director of Programming is expected to:

- Proactively guide the direction and quality of chapter programming
- Support and hold Program Chairs accountable to timelines and objectives
- Continuously assess what is working—and what can be improved
- Ensure programs evolve with the needs of the community

Success is measured not by the number of events, but by their quality, relevance, attendance, and impact.

Time Commitment

- Ongoing engagement throughout the year
- Increased involvement during peak programming periods
- Attendance at monthly board meetings
- Some evening and weekend availability expected

Collaboration & Reporting

- Reports to the Chapter President
- Works closely with:
    - Program Chairs
    - Director of Communications
    - Director of Partnerships
    - Onsite Experience Chair
    - Executive Board

Skills & Traits

- Excellent verbal and written communication skills
- Strong project management and organizational abilities
- Experience managing multiple timelines and stakeholders
- Comfortable supporting and guiding volunteer leaders
- Strategic thinker with attention to detail
- Works well remotely: resourceful, independent, self-motivated, digital team player
- Collaborative, proactive, and solution-oriented
- Cross-cultural literacy and commitment to inclusive programming

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Measures of Success

- A clear, balanced annual programming calendar
- Well-supported and successful Program Chairs
- Strong event attendance and engagement
- Documented learnings that improve future programming
- Positive feedback from members, speakers, and partners
- Programming that reflects the diversity and needs of the Dallas design and creative community