American Planning Association
Wisconsin Chapter

Creating Great Communities for All

Chapter Administrator

The position:

- **Status:** independent contractor (1099), performing work under an annual contract approved by the Board.
- **Time:** about 15 hours a week averaged over the year (780 hours). Busiest August through October, lightest in winter.
- **Fee:** up to $40,000 a year, as a fixed annual fee paid monthly, plus pre-approved conference travel.
- **Location:** remote (no Wisconsin residency required, but preferred). Conference week (Sept. 29 to Oct. 1, 2027, in Appleton) and the annual December Board Retreat are in person.
- **Reports to:** the APA-WI President.
- **Estimated Start:** March 2027.

Why the position exists:

APA-WI has 600-odd members, four districts, and a 20-seat volunteer Board. Its annual conference draws about 300 people and two dozen sponsors, and is the main source of revenue for all APA-WI programming. Until now, all work to keep the Chapter operating has been split between volunteers and two separate contracts, one for the conference and one for communications. Each time a contractor or officer changed, the Chapter had to rebuild systems and processes.

The Chapter Administrator is APA-WI's first. The role will keep the Chapter's work moving between Board meetings and perform significant work to keep its processes, records, and relationships with the Chapter, not with any one person. The Administrator will be responsible for making sure the Chapter's work is tracked in the Board Hub and that it moves forward, but not the person responsible for doing all of it.

Responsibilities

1. Annual conference logistics (40%)

- Negotiate venue, hotel, catering, and A/V contracts on the Conference Committee's timeline, including cumulative attrition, a written fee schedule, comp rooms, and no-walk protection. Route each contract to the President for signature after Board approval.
- Set up the registration platform and payment account as soon as the platform is chosen. Manage registration, refunds, transfers, comp and student registrations, and dietary needs.
- Run the call for proposals, reviewer scoring, presenter and keynote confirmations, travel and A/V, and the agenda. Confirm every presenter has registered, and collect W-9s from paid speakers before the event.
- Coordinate tours, networking events, and partner events with the Conference Committee.
- Produce badges, signage, and the digital program. Coordinate on-site during conference week.

- Send a post-conference survey within two weeks. Reconcile revenue and expenses with the Treasurer, write a lessons-learned memo, and archive the year's files.

The Conference Committee decides the theme, tracks, sessions, speakers, and tours. The Administrator carries those decisions out (with committee support) in between meetings.

2. Sponsorship system (10%)

- Prepare and send the sponsorship requests that the President, Conference Committee, or Board members sign. Send a second wave of follow-ups in early June, and additional communications as needed. Maintain regular communication and build relationships with potential sponsors..
- Send invoices and W-9 requests, record payments with the Treasurer, and collect logos and attendee names. Deliver sponsor benefits and recognition.
- Keep one record of commitments and payments in the Board Hub, visible to the Treasurer and President.
- Within two weeks after the conference, send each sponsor a short recap of what they received and work on conference renewals.

3. Chapter communications (25%)

- Produce and send the monthly e-news, and keep its contact list in step with the monthly APA roster.
- Send member emails: elections, calls for nominations and proposals, conference updates.
- Manage the Chapter's website. Update the website within about five business days of a request, including job and RFP postings and legislative alerts.
- Post routine social media.
- Meet monthly with the VP for Communications, who approves content and determines communications strategy.

4. Keeping the Chapter running (25%)

- Answer the Chapter inbox (admin@apawi.org) and route questions to the right officer.
- Handle Board meeting logistics, including agenda drafting, follow up on Board actions, and keep the Chapter calendar, records, vendor files, and written procedures.
- Keep the Board Hub current: run its updates, file documents where the Hub reads them, set up and close Board accounts, and report problems.
- Help the Treasurer and President with annual filings such as annual chapter report to APA, the Wisconsin DFI charitable organization filing, insurance renewals, and speaker tax forms.
- Coordinate other Chapter events as assigned, such as Planners Day at the Capitol.
- Take part in APA's national group of chapter administrators and executive directors.

Not part of this position:

Setting the conference program or communications strategy. Financial decisions, bookkeeping, or signing contracts. Lobbying or Chapter positions. Board minutes. CM credit applications. Soliciting sponsorships on the Chapter's behalf without a Board or Committee signer.

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A typical year:

- **January to March:** Existing sponsor outreach in January. New sponsor solicitation package ready by early March. Conference contracts, first committee meetings, and the call for proposals.
- **April to June:** Proposals and session selection support, registration setup, sponsor follow-up in early June, committee meetings.
- **July to October:** Conference registration, presenters, sponsors, and on-site work. Expect 18 to 21 hours a week in September and October.
- **November and December:** Survey, reconciliation, sponsor recaps, lessons learned, archives, and next year's calendar.

Who we're looking for:

Ideally, someone who knows planners. Maybe you are one(!), used to be one, or you've worked closely with the field. That matters quite a bit to us, but so does caring about the type of work planners do. Most process things can be learned.

It does help to have experience with some of these:

- keeping many deadlines straight across overlapping 12 to 14 month cycles
- clear, kind, curious, empathetic writing to members, speakers, and sponsors
- Google Workspace, online forms, and registration platforms such as Zeffy/EventBrite
- events, venue contracts, or vendor coordination
- basic design theory in Canva/Adobe Express for badges, signage, sponsor graphics, and event posters

Working terms:

- Fixed annual fee for a defined scope, paid monthly. The Administrator sets their own schedule (aside from fixed meetings) and tools and may keep other clients.
- A monthly time log by area (conference, sponsorship, communications, Chapter operations), so the Chapter can see where the hours go.
- If the work consistently needs much more than the expected hours, tell us. The President will bring it to the Executive Committee. Options we've identified include reprioritizing work, reassigning work to an officer or committee, or adjusting the contract.
- A first-year review in October 2027, after the first conference, with an annual review thereafter. The contract is renewable each year at the sole option of the APA-WI Board of Directors.

How to apply

Send a short letter on why you're interested, your resume, and your proposed annual fee (up to $40,000) to **president@apawi.org by Friday, January 15, 2027**. Include "Chapter Admin" in the subject line.

Our Executive Committee will interview finalists in late January, and the Board will approve the contract. The full position description is available on request. Questions? Email president@apawi.org.