

POSITION: Director of Communications
TERM: Two-year term
TIME COMMITMENT: 18-20 hours/month

PRIMARY RESPONSIBILITY:

To assist in the management and direction of the organization in a manner that is timely and consistent with the goals and policies of the organization, with emphasis on the internal and external communication of the association.

MAJOR DUTIES:

The Director of Communications will:

1. **ONGOING:** Liaise with and be a resource to the association management company and directors on issues regarding internal communications.
2. **SHORT TERM:** Work with Director of Membership and Director of Marketing on developing website to suit members' needs and provide adequate platform for general public.
3. **WEBSITE:** Liaise with the management company to maintain and update the website content and images on a quarterly basis.
4. **THE POC POST:** Coordinate content schedule, create, write or work with volunteer Editor to publish The POC POST monthly; Manage subscribers on Mail Chimp and work on (with Director of Development) potential advertising revenues.
5. **SOCIAL MEDIA CONTENT:** Recommend firm of choice, conduct negotiations, set strategy, determine activities for social media including but not limited to POC's Facebook, Twitter, Pinterest and LinkedIn. Liaise and manage the relationship with the social media firm including monthly review of social media calendar, provide responses to the social posts, which require board direction and manage the budget. Liaise with the Director of marketing on Strategy.
6. **FACEBOOK & LINKEDIN CLOSED GROUPS:** Manage and post on the POC LinkedIn and POC Facebook closed group and update the guidelines as needed.
7. **CHAPTER RELATIONS:** Liaison with Chapter Executives and associates, including acting as resource person for the Chapter Executives who coordinate chapter POC announcements and newsletters for their chapters and monitor and support the use of Chapter Facebook Groups.
8. **NATIONAL CONFERENCE:** Work closely with National Conference Committee (NCC) Communication Lead, Conference Manager, Director of Marketing, and the Sponsor and Exhibitor Lead, on conference communication, as necessary.

REPORTS TO: President

DIRECT REPORTS: None