

POSITION: National Conference Committee Communications Lead

TERM: Two-year term

TIME COMMITMENT: 10-12 hours/month

PRIMARY RESPONSIBILITY:

To oversee promotion and marketing of the conference to all POC members (including associate and affiliate members), non-members and potential sponsors and exhibitors in collaboration with the Director of Marketing and the Director of Communication.

MAJOR DUTIES:

The Communications Lead will:

1. Draft regular POC Talk announcements on conference to promote programming, registration, presenter and coach submissions, and sponsors and exhibitor sign-up;
2. Draft special POC Talk editions to highlight key timelines like the call for presenters, call for coaches, registration opening, sponsor / exhibitor package availability and more, as determined by the NCC and/or the Board of Directors
3. Assist other NCC Leads with communication needs as it relates to their role, i.e. review the Sponsor Exhibitor Package, request regular content for the POC Talk, and review and edit any conference promotional materials;
4. Post regularly on any conference-dedicated social media platforms to promote all aspects of the conference and work to build followers while making connections with potential delegates, coaches, speakers, sponsors and exhibitors;
5. Work with Director of Communication and Director of Marketing on any new PR initiatives relating to conference;
6. Work with NAPO and ICD to promote the POC conference through their communication vehicles and to promote their conferences through POC Talk;
7. Share, like and comment on conference-related posts on the POC public Facebook page;
8. Contribute content to the social media and PR provider(s) through the Director of Communication, Director of Marketing and Executive Director monthly, plus additional content as required for key information, i.e. the Call for Presenters, registration opening, keynote speaker announcement, etc.;
9. Attend all committee meetings as set out at the beginning of each year. If unable to attend, submit NCC Report to conference lead prior to meeting;
10. Work closely with the association management company (AMC), namely the conference manager and the executive director, to ensure communications are completed and submitted in a timely manner;
11. Communicate any issues with or questions posted on social media with the AMC and the board liaisons to ensure open and transparent communication to keep all parties apprised of all aspects of the conference planning process;
12. Prepare and submit a written report at each NCC meeting on activities that have occurred since the last meeting;
13. Provide assistance as required on any project or initiative for the conference as required by

fellow NCC Leads;

14. Along with the other NCC Leads, serve as host at the annual conference;
15. Uphold the bylaws of the organization;
16. Work to ensure conference planning is in line with the budget and financial policies of the association;
17. Maintain the confidentiality of any discussions or decisions made by the NCC or the Board as it relates to conference planning until information can be made public;
18. Meet the roles and responsibilities as outlined and work within the boundaries of the role as outlined in the policies and procedures of the association; *and*
19. Tweet and share posts on-site and post conference.

DIRECT REPORTS: Conference Lead, National Board, Director of Marketing, Director of Communication