



## Director of Communications

### Position Summary:

The **Director of Communications** is responsible for internal and external communications for the Chapter. This includes internal member communications, external advertising liaison, and present the Chapter to the public in a professional manner.

### Time Commitment:

**Term:** 2 years

### Responsibilities:

#### Communications

- Support Chapter activities through the internal Chapter communications such as the newsletter, updates, email blasts, posting to social media outlets, etc...
- Develop goals for maintaining and improving internal Chapter communications
- Responsible for the content of the website
- Oversight of social media outlets such as Facebook, Linked In, Twitter. Oversight includes ensuring posts are made to social media outlets on a regular basis and determining how to best use these outlets
- Responsible for production of newsletter. Responsibilities include such tasks as solicitation of general-interest articles, letters from the President, articles promoting Chapter and National activities, reviews of previous meetings, membership updates, etc.
- Provide expertise and support other communication and publication efforts such as meeting announcements, Chapter brochures, etc... Work with other business units as needed
- Manage Chapter publicity, media relations and communication with ASTD National
- Develop committees to meet these goals

#### Advertising

- Secure advertising support for the monthly newsletter, and ASTD web site

#### Board Participation

- Attends board meetings, chapter programs, and regular committee meetings
- Takes minutes of all board meetings and ensures they are posted to website
- Prepare budget for the next calendar year, including income and expense estimates
- Represents the chapter professionally and ethically
- Participates in board meetings and chapter meetings, and the ASTD Chapter Leadership Conference (ALC)

### Qualifications:

- Skilled in written and verbal communication, personal interaction and problem-solving
- Possesses marketing and public relation skills
- Ability to plan, organize and execute activities as required by the position
- Ability to complete projects within established timeframes
- Ability to delegate tasks and monitor follow-through
- Ability to attract and lead committee members
- Time available to fully participate in chapter events