Board of Directors Role



**Position Title: Director of Communications**

Term: 2 years

Reports To: President

Voting Position: Yes

Supervisory Duties: Yes

Committee Members: Yes

Executive Committee: No

Board Appointed: Yes

**Description:**

The Director of Communications oversees activities related to communication and marketing for the chapter and its members.

**Time Commitment:**

10 -15 hours/ month, with the majority of time being spent during the last 7 to 10 days of each month (due to newsletter distribution).

**Key Competencies:**

Communication, Marketing, Interpersonal Skills, Technological Savvy

**Primary Responsibilities:**

* Ensure that monthly newsletter is created and distributed on time
* Work collaboratively and regularly with webmaster to ensure all content and links on website are current and updated
* Manage and maintain social media pages and credentials
* Ensure timely promotion of chapter events, activities, volunteer openings and partnership opportunities through social media and other channels
* Ensure consistent branding of all communications and alignment with ASTD National expectations/ guidelines
* Create, produce and manage chapter publications such as flyers for events, brochures, special email blasts, etc.
* Support communications for the chapter’s annual member survey, distributed in April
* Support communications around benefits of membership and programs (such as CPLP)
* Promote Chapter Sponsorship, Chapter Meeting Sponsorship and other Event Sponsorship through the website, newsletter and social media
* Ensure that Sponsors receive privileges promised by coordinating with Directors of Programs and Special Events
* Promote utilization of the chapter’s CHiP code

**Committee Members/ Direct Reports (Volunteers):**

* Newsletter Editor
* Social Media Manager

**Success Measures:**

* Newsletter is distributed on 1st business day of each month
* Two postings are conducted per month on each social media account
* Website is kept current and up-to-date each month for all events
* Members receive information on events and opportunities 3 to 6 weeks prior to deadline
* Requests to join LinkedIn group and yahoo group are responded to every 2 weeks
* Works collaboratively with President, Board Members and Senior Office Administrator

|  |  |
| --- | --- |
| **Privileges:** | **Additional Expectations:** |
| Free monthly chapter meetings | Member of ASTD Puget Sound chapter for term |
| Voting member of the Board | Member of ASTD National for term |
| 100% reimbursement of local chapter membership during year 2  $100 reimbursement for National membership | Attend monthly Board Meetings  Attend Board retreats (semi-annually)  Post comments/ engage in chapter’s social media  Provide annual budget numbers |
|  | Meet success measures listed above  Actively seek and develop leaders as potential successors for this role in the future |
|  |  |
|  |  | |
|  |  | |
|  |  | |
|  |  |
|  |  | |
|  |  | |
|  |  | |