



**PCMA Southeast Chapter
Board of Directors Position Description**

Position Title: *Director of Communications*
Reports to: Chapter President

POSITION SUMMARY:

The Director of Communications is responsible for creating, monitoring and promoting all chapter communications to the membership, as well as to prospective members.

Statement of Purpose: Plan, edit, monitor and promote chapter communications for membership and to increase exposure of chapter to non-members.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Board & Leadership

- Accordance with all bylaws and policies mandated by Chapter and PCMA National
- Attend and participate in monthly board meetings, which are conference call and in-person throughout the year
- Attend and participate in an annual board retreat (typically Thursday – Saturday)
- Organize, manage and lead a committee of volunteers
- Accountability for tracking and execution of operational tasks relating to position
- Support initiatives and programs held by the chapter
- Manage budget for any associated costs for Chapter's volunteer recruitment programs
- Create a succession plan and train successor toward end of term

Communications Planning & Execution

- Create Facebook events for all upcoming programs and chapter events.
- Promote or "boost" campaigns to generate additional exposure for sponsors and to increase attendance.
- Post to various social media platforms as needed to engage with membership and promote chapter to non-members.
- Take photos at events for event promotion, and to increase exposure for sponsors and generate excitement for upcoming events.
- Assign and remind Directors of upcoming article deadlines for newsletter.
- Review and edit articles prior to newsletter being published.
- Encourage committee members to engage in social media activities on behalf of the Chapter and to contribute articles for newsletter.

Website, Social Media & Online Community Management

- Oversee, approve, and edit all online and social media content. ☑
- Oversee all chapter communications and work with regular deadlines.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Knowledgeable of PCMA
- Ability to outline needs, target prospects, and effectively engage membership for volunteer participation
- Ability to work in a fast-paced environment and meet deadlines
- Ability to work on own and delegate tasks
- An excellent, open, articulate, and personable communicator with diplomatic and persuasive communication skills
- Proficient in MS Office (Word, Excel, PowerPoint)
- Knowledge of various social media platforms and ability to post regularly
- Ability to edit and evaluate newsletter articles and chapter emails

PHYSICAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS:

- Ability to perform work utilizing a computer for extended periods of time
- Ability to sit for extended periods of time in performing work
- Ability to travel by air or ground transportation as required in performing the work and abilities as described to perform the job on a consistent basis.