

AAUW COLORADO SPRINGS BRANCH – VOLUNTEER LEADER POSITION DESCRIPTION

Position: Communications Director

Term: 2 years; may be reappointed

Reports To: President and Board of Directors

Volunteer Status: Appointed

Board Voting Rights: Yes

Signature Authority: No

Date of Branch Board Approval of Volunteer Position Description: July 2020

Position Overview:

- Responsible for oversight and management of the branch’s newsletters, eBlasts, web site and social media presence.
- The director is responsible for publicizing branch meetings, programs, and activities in the local community, using various modes of communication.
- Serve as advisor to the board and its committees on communication, marketing, and fundraising strategies.
- Lead the Communications Committee. Members are
 - Directory Editor
 - Newsletter Editor
 - Social Media Manger
 - Website Manager

Responsibilities and Duties of Branch Position:

- Oversee and ensure that the branch newsletter, web site, and social media are effective tools for sharing information, recruiting, and retaining membership, supporting fundraising activities and increasing visibility within the branch and local community.
- Act as back up for committee members in their duties.
- Alert board members of their submission deadlines for branch newsletters
- Recommend members of the Communications Committee for the President’s appointment.
- Convene meetings of the Communications Committee, fulfilling responsibilities as assigned.
- Serve as an appointed member of the branch Board.
- Prepare and present reports for branch board meetings.

Responsibilities to AAUW, AAUW National and AAUW State:

- Send news of branch programs and activities to the State website editor.
- Attendance at state board meetings, national or regional conferences is strongly recommended.
- Be familiar with and adhere to AAUW National, State and Branch policies and bylaws.
- Be responsive to board member and board committee concerns or questions related to communications committee duties and responsibilities.
- Be respectful of the confidentiality of the board’s work.

Leadership Skills/Qualifications Helpful to the Position:

- Familiar with Mailchimp, Eventbrite, Facebook and AAUW provided website (currently WordPress).
- Knowledge of online communication methods, management skills, and patience.
- Strong organizational, writing and communication skills.

Time Commitments:

- Approximate time required for this position is eight to ten hours per month with regular attendance at Branch Board meetings.