

AAUW COLORADO SPRINGS BRANCH – VOLUNTEER LEADER POSITION DESCRIPTION

Position: Communications Director, Term 2023-2024

Term: 2 years; may be reappointed

Reports To: Co-Presidents and Board of Directors

Volunteer Status: Appointed

Board Voting Rights: Yes

Signature Authority: No

Date of Branch Board Approval of Volunteer Position Description: October 2023 Board Meeting

Communications Director Position Overview:

- Responsible for oversight and management of the branch's newsletters, eBlasts, web site and social media presence.
- 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. The Communication Committee Board Assistants are:
 - Newsletter Editor
 - Roster (Directory) Editor
 - Social Media Manger
 - Website Administrator

Responsibilities and Duties of Communications Director:

- Oversee and ensure that the branch Newsletter, Roster, Website, and Social Media Board Assistants have all the support and supplies needed to effectively accomplish their areas of responsibility so that the Communications Team optimizes and continually improves their sharing information, recruiting, and retaining membership, supporting fundraising activities and increasing visibility within the Branch and local community.
- With Board Approval, Act as back up for Board and Committee members in their duties.
- Alert board members of their submission deadlines for branch newsletters, brochures, Social Media broadcast/publishing and Website update/improvement
- Recommend Branch members to fill Communications Committee positions for the Co-Presidents' 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 National, AAUW State, and the AAUW Colorado Springs Branch:

- Upon approval of the Branch Board, send news of Branch Programs and Activities to the State Website Editor.
- Attendance at State Board meetings, National or Regional Conferences is strongly recommended.
- Successfully manage all Branch Communication areas of responsibility, adhering to AAUW National, State, and Branch Policies and Bylaws.
- Be proactively responsive to Board member and Board committee concerns or questions related to communications committee duties and responsibilities.
- Be respectful of the confidentiality of the Branch and Board's work.

Leadership Skills/Qualifications Helpful to the Position:

- Familiar with Eventbrite; Social Media sites: such as LinkedIn, Facebook, and public broadcasting; plus the AAUW National, State, and Branch websites.
- Knowledge of online communication methods, management skills, and volunteerism.
- Strong organizational, writing, and communication skills.

Time Commitments:

Time required for this position is directly related to successful accomplishment of the Communications Director responsibilities and Communications Committee activities that vary month to month during the fiscal year. At a minimum, this should average eight to ten hours per week, to include regular attendance at Branch and Board meetings.