

## **AAUW COLORADO SPRINGS BRANCH – VOLUNTEER LEADER POSITION DESCRIPTION**

**Position:** Communications Director

**Term:** 2 years; may be reappointed for 1-2 years

**Reports To:** President and Board

**Volunteer Status:** Appointed

**Board Voting Rights:** Yes

**Signature Authority:** No

**Date of Branch Board Approval of Volunteer Position Description:** March, 2025

### **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 Manager
  - 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.
- 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 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.

### **Leadership Skills/Qualifications Helpful to the Position:**

- Familiar with Electronic newsletter format, 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.