



**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. **This position is responsible for leading the chapter's Communications Committee of Volunteers on all events initiatives of the PCMA SE Chapter.**

Statement of Purpose: Plan and execute chapter marketing and social media campaigns. Identifying, collecting, and producing chapter communications to distribute via newsletter, chapter Web site, mailings, email announcements, etc. Ensure that chapter communications follow logo and communication guidelines.

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

- Collect and prepare announcements for chapter events in a variety of chapter communication vehicles
- Create calendar and content for eblasts as required (minimum of bi-weekly)
- Collect and coordinate content for production of chapter newsletters, possible writing articles for newsletter
- Update chapter Web site pages including; news, calendar of events, main page, chapter leader listing, etc.
- Take photos at chapter events and share with PCMA HQ. Photos should be high resolution.
- Work with chapter admin to ensure branding of sponsors is correct

- Work with chapter admin to ensure HQ timelines are met
- Work with education committee to ensure marketing campaigns in place for all educational programming
- Work with sponsorship committee to ensure all sponsors receive their required recognition in communications with members
- Work with community service committee to ensure marketing campaigns in place for all community service events
- Create and executive social media calendar for all chapter events and news

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.