



Communications Director

The **Communications Director** works closely with the Vice President of Communications and the Communications team to ensure completion and execution of communication tactics. This position is responsible for maintaining coordination among Communications team members to insure all campaign/promotion messaging is in harmony. Responsible for maintaining one AMA Chicago voice and message across all communications.

Main Responsibilities for the Communications Director:

- Execution of communication tactics as assigned, including:
 - Social Media posts
 - eNewsletter
 - Press Releases
 - Website updates
 - Events communications
- Specific duties include, but are not limited to:
 - *Tweets*: Ability to tweet on behalf of the Chapter to promote the Chapter to its followers. Social Media Director will determine topics and schedule.
 - Time requirements: ½ hour to 1 hour per week
 - *Facebook*: Add events and photos. Tweets auto-post to Facebook.
 - Time requirements: ½ hour per month
 - *LinkedIn*: Promote Chicago chapter to its followers via LinkedIn. Includes upcoming events or activities, industry news, etc.
 - Time requirements: ½ hour per month
 - *Website*: Coordinate with Director of Website Experience for general website updates; continually generate ideas for website enhancements;
 - Time requirements: ½ hour to 1 hour per week
 - *Blogger*: Oversee the chapter blog posts: who is writing them, adherence to the chapter blog policy, and see they are posted in a timely manner - one blog per month, at least. Blogs may focus on an upcoming event/activity, or marketing related topic. Social Media Director will assign topics.
 - Prior to distribution, at least one member of the Communications Team must review.
 - Time requirements: ½ hour to 1 hour per month
 - *E-Newsletter Contributor*: Coordinates with the Director of Email on the content for quarterly e-newsletter, focusing on Chapter news, HQ news, Industry News and Member Spotlights
 - Time requirements: 2-4 hours per quarter



- Prior to distribution, submits all blog posts to at least one member of the Communications Team for review.
- Maintains the image of the Chapter, including the logo, publication design, stationery and letterhead, communication standards, etc.
- Maintains a calendar of all communication material deadlines for the year.

Time Commitment

- 5 hours per week
- Attend Communications calls
- Attend monthly board meetings & some events

Top Four Requirements for the Communications Director:

- Excellent communication and time management skills
- Ability to handle multiple tasks and meet deadlines
- Can-do attitude
- Experience managing a team of communications professionals