



Communications Director

The **Communications Director**, a member of the Board of Directors, reports to the Vice President of Communications and works closely with the Communications team to ensure completion and execution of campaign tactics. This position is responsible for maintaining coordination among Communications team members so that all messaging is in line with AMA brand guidelines, maintaining one AMA Chicago voice across all communications. This position also oversees the execution of integrated campaign materials (particularly for Chapter flagship events) and works with the Vice President of Communications, other board committees, and outside agencies to develop campaign roadmaps.

Main Responsibilities for the Communications Director:

- Maintains a calendar of all communication material deadlines for:
 - Social Media
 - eNewsletters
 - Press Releases
 - Website updates
 - Flagship event campaign communications
- Works with other Board committees, like Sponsorship, Programming, and Membership, to define ways to meet the needs of members, increase sponsorship opportunities, and membership
- Partners with Director of Website Experience to generate ideas for website enhancements and best practices as well as reviewing analytics
- Coordinates with the Director of Email on the content for Chapter's e-newsletter, focusing on Chapter news, HQ news, Industry News and Member Spotlights
- Coordinates with Director of Social Media on content strategy
- Ensures the Communications Team receives information about the Chapter nomination for Volunteer of the Month and posts on the Chapter website
- Maintains the Chapter blog
 - Defines relevant content topics
 - Establishes blogging calendar and actively recruits content
 - Works with content contributors to ensure that content adheres to Chapter blog policies, and ensures one new post per month
- Participates on sort-term task forces or steering committees

Top Four Requirements for the Communications Director:

- Expertise in marketing campaign creation and supervising execution, either as a creative director, agency account manager, agency project manager, or marketing manager
- Proven team and time management skills
- Positive can-do attitude
- Monthly Board meetings (in-person,) monthly Communication Team meeting (dial-in,) and some events

Time commitment:

- 3-4 hours a week