COMMUNICATIONS AND SOCIAL MEDIA CHAIR

The Communications Chair and Social Media Chair will serve as a conduit for information regarding events and programs within the region. The Chair will also serve as an internal source of information dissemination.

SPECIFIC DUTIES

• Coordinate and develop an ongoing marketing plan that engages a diverse group of alumni within the Region
• Collect and post past event highlights (photos or summary) to social media
• Manage membership publicity requests via Facebook, Twitter, LinkedIn
• Create a committee of volunteers to help promote events and create a Regional brand consistent with the DAA.
• In conjunction with the Secretary, coordinate internal board communications by providing information regarding meetings
• Identify content for e-newsletter and share with Regional Director
• Perform other responsibilities assigned by the DAA as needed

TIME COMMITMENT

The Communications Committee and Social Media Chair position requires 2-5 hours per month depending on size of region

TERM LIMIT AND REQUIREMENTS

This position is appointed by the co-chairs for a two-year term that can be renewed.

QUALIFICATIONS

• Experience with social media and marketing
• Strong interpersonal and communication skills
• Ability to delegate tasks