

Communications and Publicity Director
Executive Board Position
2017-2018

Summary

The Communications and Publicity Director supervises the Club's website content, provides website assistance to members, plans any needed media strategies, and oversees publicity activities.

Position Requirements

- Strong writing skills
- Strong computer skills
- Willingness to learn and use website technology
- Comfortable with serving as Club's representative for all media contacts
- Adequate time to supervise ANC website and manage all communication and publicity functions for the Club

General Responsibilities

Support ANC Board members to maximize the ANC website's potential, making sure that content is up-to-date and applicable.

Manage copy writing and publication for any key materials, including but not limited to the ANC website's News and Events section, Calendar section, copy updates, etc.

Develop and execute publicity strategies across all media to increase public awareness of ANC activities, if necessary and board-approved.

Maintain up-to-date information (provided by Interest Group Chair) about all Interest Groups, and add new interest groups when approved.

Work with the appropriate Board Members and Committee Chairs to help manage the working portion of the ANC Website.

Serve as back-up to the Weekly Bulletin Editor for e-blasts and to the Calendar Chair for support.

Act as the lead for copy writing.

May be asked to assist with development of talking points and speeches for ANC members when necessary.

Manage a publicity committee to lead and develop an ANC communications strategy, if needed.

Serve as the point person for media inquiries and respond when necessary.

When requested by the Board of Directors, vet and present to the board any communications-related consultants or contractors for training, website maintenance, and related support.

Work with the President and the Treasurer to develop, monitor, and forecast a communications budget if discretionary funds will be needed.

Administrative Responsibilities for Website

At beginning of the board year:

1. Assign web access to Board and Committee Members who need to maintain their special areas.
2. Coordinate training for new Board & Committee members who will have access to ANC Website functions.
3. Create “static” email address (@austinnewcomers.com) for all board and interest group chairs.
4. Assure that addresses are functional and post on the website for public contact at the beginning of the board year.
5. Create an officer page and standing committee page with photos of each member. Work with Historian to obtain pictures.
6. Create new interest group folders as needed, troubleshoot issues with interest groups as they arise, and delete disbanded interest group folders.

Throughout the year:

1. Work with the President and the Calendar Chair as needed to resolve website-related issues and questions concerning posted events.
2. Work with the Treasurer to maintain Stripes Account.
3. Work with the VP of Membership to maintain online membership forms.
4. Post club related documents and information as needed.
5. Update monthly paragraph, “News and Notables,” under the News and Events section of the website.
6. Respond to “request login and/or lost user name/password” messages.
7. Interface with web-related consultants and/or contractors to assure that any contracted services are completed for website training, maintenance, and/or updating.
8. Post photos to the ANC Instagram account.
9. Post photos and information to the ANC Facebook Page.
10. Address any web-related issues as they arise.

Reminders

Expenses must be submitted and reimbursed by treasurer before the end of ANC’s fiscal year.

Board members are expected to attend monthly board meetings, usually on the first Wednesday morning of the month.

Board members are responsible for providing training and assistance to the person who will take over their position when the next board prepares to take office.