

**POSITION TITLE:**        *Communications Director*

**POSITION DESCRIPTION:**

Individual is responsible for the research, development, preparation, coordination and full execution of the organization's internal/external communication and marketing pieces.

**PRIMARY SCOPE OF RESPONSIBILITY:**

- Full-scale execution of the Association's messaging service to include design, content, composition, layout, delivery, etc.
- Design and produce informational brochure(s) depicting benefits and services of association membership.
- Compile informational pieces for new member welcome kit.
- Generate broadcast messages to membership as applicable using various communication vehicles to include print and the most current electronic mediums.
- Develop and foster a positive working relationships with State, National and neighboring local Associations.
- Compose and forward press releases in a timely fashion as applicable.
- Design, layout and produce marketing flyers for organizational events.
- Collect information on trends and developments in industry or profession for subsequent communication.
- Maintain Association website in terms of content, ensuring current/accurate information at all times.
- Assist in the update process for membership records in terms of e-mail addresses.
- Provide communications support for other departments as required.
- Prepare annual summary of internal communications audit relative to office communications efficiency.
- Adhere to Customer Satisfaction Policy and make recommendations for enhancements.

## COMMUNICATIONS DIRECTOR

### INTERNAL RELATIONSHIPS:

Individual will report directly to the Chief Executive Officer and interact closely with other divisions of the organization in order to carry out stated objectives.

### EXTERNAL RELATIONSHIPS:

Interact with NAR, PAR and neighboring Association divisions and/or committees, as applicable. Identify and work cohesively with business related vendors to include printers, publishers, public relations consultant, web host, etc. Develop contacts and positive rapport with local news media.

### PERFORMANCE STANDARDS:

- Communication pieces are well received and result in favorable evaluation.
- Print publications convey a positive, professional image, project a polished, branded identity and are produced within the organization's budget constraints.
- Members are well-advised of association activities.
- Association website is user-friendly and maintains the most accurate information available.
- Ongoing communication with supervisors and coworkers resulting in a positive team atmosphere.
- Communication methods are effective, forward-thinking and represent a productive use of technology.

### COMMITTEE LIAISON RESPONSIBILITIES

#### **(1) Public Relations Committee;**

#### **(2) Tech Advisory Council**

- Provide comprehensive administrative support and direction to Committee Chair/Members.
- Assist with Committee projects, events and/or activities.
- Prepare meeting agenda and follow up minutes.
- Schedule meetings.
- Execute initiatives in order to achieve stated objectives.