



## **JOB DESCRIPTION**

### **Vice President - Communications**

The responsibilities of the Communications Vice President are:

- Coordinate all communications efforts and help to direct the subcommittee chairs to get Ad Fed messaging out to members and the advertising community
- Promote the club as the leading voice for advertising in Austin
- Promote the value of membership
- Educate committee chairs on communication process
- Continue developing media sources to profile Austin ad industry
- Conduct 4 to 5 committee meetings a year
  
- Gather the committees work throughout the year to include in the Club Achievement books that are compiled in January and February. Use existing CA Books as a template and as a playbook and planning guide throughout the year
  
- Prepare a monthly written report. Committee VP's are expected to attend the monthly Board of Directors meetings. If unable to attend the board meeting, please arrange for someone to represent the committee and provide a report and update
  - Provide report to the Director of Operations 1 week prior to monthly board meeting

### **Communication Committee Sub Chairs**

#### **Social Media Chair**

The responsibilities of the Social Media Chair are:

- Update and maintain the Austin Ad Fed Facebook and LinkedIn page
  - Post pre-event notices of upcoming events/programs
  - Encourage others to post comments
  - Tweet from programs / events to promote the club and events
  - Update program /event photos on Facebook
  - Encourage post event / program comments on Facebook
  - Monitor Facebook for inappropriate comments from others

#### **Public Relations Chair**

The responsibilities of the Public Relations Chair are:

- Work with the programs and event chairs to pre-promote events in a timely manor
- Prepare press releases for upcoming programs / events
- Work with all media to secure publicity of our programs / events
- Write post event copy for posting on Facebook and the website
- Promote the club activities where ever possible

**Email Chair**

The responsibilities of the Email Chair are:

- Monitor the JotForms for information on upcoming programs
- With the help of the Director of Operations create the Weekly Email
- Send the Weekly Email to the email list provided by the DO each Tuesday at 9am
- Monitor the response of each campaign

**eNews, Copywriting Chair**

The responsibilities of the eNews Chair are:

- Provide copy for club activities when asked
- Proof read and provide suggested changes to club communications
- Assist the Communications Committee when asked
- Provide blogs to be posted on the club website

**Web Development Chair**

The responsibilities of the Web Development Chair are:

- Maintain the Ad Fed website
- Perform web updates when asked
- Recommend usage of new technology